

# Southern HARDWARE

UNIVERSITY MICROFILMS  
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ANN ARBOR MICH 48106

In this issue: \$100,000 Annually from Housewares, page 33

## SELL\* GOODELL HAMMER FORGED CUTLERY

\*Because  
it's the best  
cutlery value  
your customers  
can buy!

**H-900  
ASSORTMENT**  
with

**FREE METAL DISPLAY RACK**

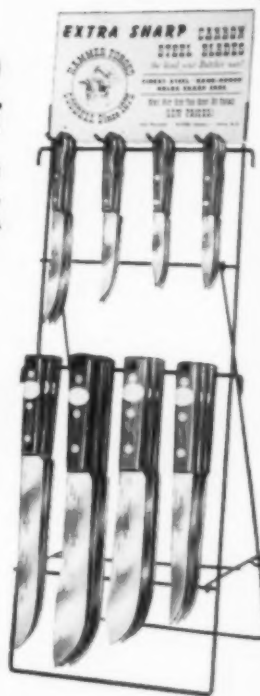
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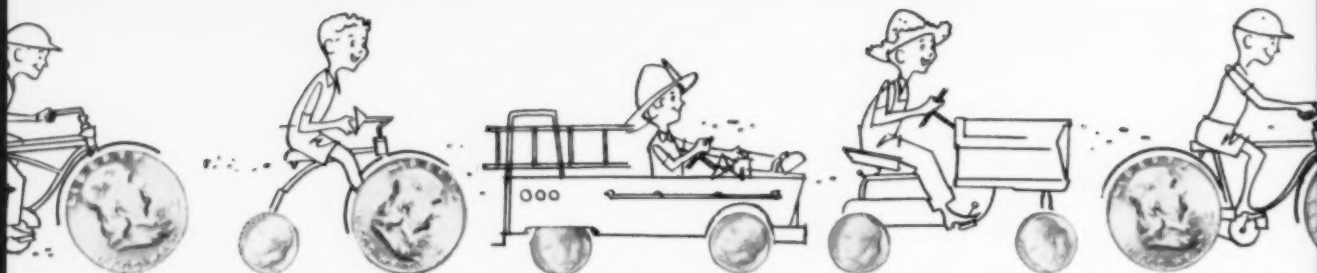
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this FREE Display and  
equally profitable dis-  
plays of Putty Knives  
and Scrapers.



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**Cutlery Since 1875**

**ANTRIM, NEW HAMPSHIRE**



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**TRACTOR** with chain drive, all-steel spring seat. Realistic motor-tone gear shift, spark plugs that can be plugged in. Thick tires. Full ball bearing. R-310. Available with trailer.



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**VELOCIPEDE** with sturdy wishbone-type frame. Wheelguard with fin fender. Flamboyant turquoise with white and gold trim. Full ball bearing. 10", 12", 16". R-440.



**PARK CYCLE** with coaster brake and removable crossbar. Heavy gauge, deluxe spoke ball bearing wheels. Models available with and without brake in 14", 16", 20". Red R-516 shown.

more children ride on MURRAY wheels than any other kind

A completely re-designed line by Murray—new autos, tractors, fire trucks, velocipedes, bicycles... for children of all sizes and in all price brackets.

# MURRAY



# STEEL PRODUCTS

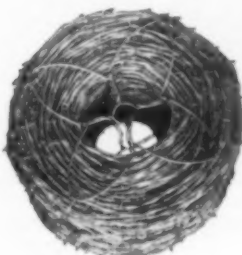
your customers buy  
again and again



## WOVEN-WIRE FENCE

Bethlehem Fence is well-made, neat-looking fence . . . the kind that farmers like. It puts up a stubborn battle against rust, too, because of its tightly applied zinc coating. And with its hinge-joint, cut-stay construction, it remains erect and serviceable. Bethlehem Fence comes in designs for every farm need . . . for poultry, cattle, hogs, etc.

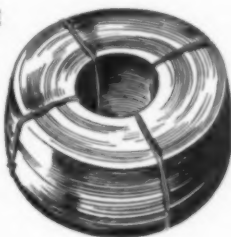
**BARBED WIRE**—Bethlehem Barbed Wire is fully coated with zinc for rust protection. Strands are uniformly twisted, and the sharp barbs are tightly wrapped and equidistant. Furnished on 80-foot reels in all popular designs.



**BALE TIES**—These top-quality bale ties have plenty of strength, plus a special finish which retards rust. The long, spiral wrap comes off in one piece, eliminating any danger of tag-ends getting into the hay. Furnished with long-oval loops, in standard bundles.

## AUTOMATIC-BALER WIRE

A special grade of annealed wire made according to specifications of the American Society of Agricultural Engineers. Packed in handy cartons, Bethlehem Automatic-Baler Wire is manufactured to uniform gage, and meets requirements of modern pick-up balers.



## NAILS AND STAPLES

Bethlehem Nails, Brads and Staples are furnished in a wide variety of popular styles and sizes. Bright, galvanized, blued, or cement-coated. Packed in 50-lb and 100-lb cartons.



## BOLTS AND NUTS

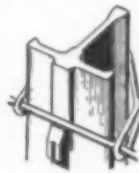
Bethlehem Bolts and Nuts are tough and rugged. They have smooth threads and straight shanks, and the sharp, accurately formed corners make bolt heads and nuts easy to grip.



**ROOFING SHEETS**—Farmers like the low-cost protection afforded to farm buildings by galvanized roofing and siding. Bethlehem Galvanized Steel Sheets are easy to install and have a tightly adhering coating of rust-defying zinc. Furnished in the following designs: Corrugated, V-crimp, Roll Roofing and Stormproof (non-siphoning type).



Self-fastener  
"U" Post



Studded "T" Post  
with wire clip



Self-fastener  
Angle Post

**FENCE POSTS**—Bethlehem Posts are strong and easy to drive. Husky anchor plates hold them firm. Lugs on the self-fastener posts are hammered down to hold fence wire fast. A wire clip holds fence snugly against the "T" Post.

BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.

On the Pacific Coast Bethlehem Products are sold by  
Bethlehem Pacific Coast Steel Corporation  
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# BETHLEHEM STEEL



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Number 5

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**THE RIGHT SPEED  
FOR EVERY DRILLING JOB  
AND ALL SANDING, POLISHING,  
SAWING ATTACHMENTS**

Model SD-382

*at the flick of a switch*

**Sells better because there's so much more to sell...  
2-SPEED 3.0 AMP. 3/8" DRILL!**

## **NO OTHER DRILL HAS SO MUCH SELL!**

- Powerful 3.0 amp. universal AC/DC fan-cooled motor!
- High speed (2000 rpm) for drilling wood, plaster, etc.!
- Low speed (1000 rpm) for heavy-duty applications!
- Electro-mechanical transmission changes speed instantly, electrically by flicking speed range selector switch!
- Full power output at either speed!
- Speed range selector switch interlocks with on-off switch for maximum safety!
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- Special spindle lock for easy chuck removal!
- Multiple ball thrust bearing!
- Precision cut alloy steel gears!
- Handsome silver luster finish!

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This new Shopmate outclasses all other drills . . . because it's the *only* drill at anywhere near its price that changes speeds instantly, electrically . . . at the flick of a switch! And *both* speed ranges develop *full* power for fast, efficient drilling under *any* conditions! Nationally advertised in The Saturday Evening Post, Popular Science, Popular Mechanics, and other powerful consumer publications!

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# Southern HARDWARE

Vol. 128 May, 1959 No. 5

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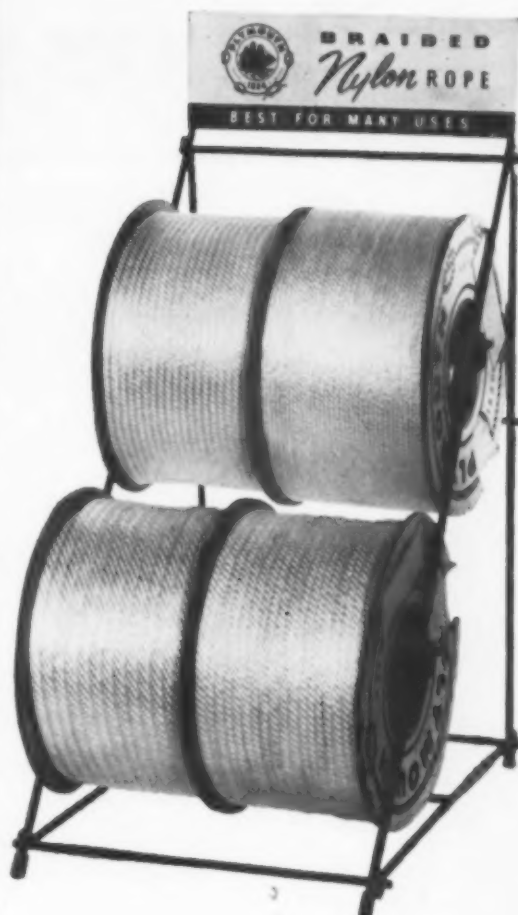
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GET THE DISPENSER  
FREE!**

Attractive Counter-Dispenser is just 24" high, takes up less than one square foot of space on your counter or shelf. It's yours free—with your initial order for the famous four-spool assortment of Plymouth Braided Nylon Rope: 900-foot spool of  $\frac{1}{8}$ " diameter . . . 375-foot spool of  $\frac{3}{16}$ " diameter . . . 250-foot spool of  $\frac{1}{4}$ " diameter . . . and 150-foot spool of  $\frac{5}{16}$ " diameter. Retail price: a fast \$85.40! Need we say more? Get in touch with your jobber salesman or write direct to Plymouth.

**PLYMOUTH  
CORDAGE COMPANY**

Plymouth, Massachusetts



# BUSINESS TRENDS

.....

## ► Business Outlook

The nation's economy as summer approaches is moving along at a healthy clip. Business is good in virtually all lines of trade. Recession's a thing of the past. The long-range prediction is that business activity will continue to rise well into 1960. Prompting the rapid recovery is the growing backlog of orders. This expansion in the face of rising output and sales assures a favorable future outlook. Meanwhile, new car sales have perked up, building is booming, and retail trade is satisfactory, and prices, generally, are firm.

## ► Interstate Taxation

When the Supreme Court ruled recently that the individual states have a constitutional right to tax the income of non-resident corporations, many a Southern wholesaler had cause for alarm. Many are serving customers in two or more states and would be prime targets for taxation. The Senate Small Business Committee in mid-April started hearings on the impact of the court's decision. No states have acted as yet.

## ► Construction

The building boom should bring smiles to the retail hardware fraternity. New housing construction—which eventually means sales of lawn and garden supplies, paint, builders hardware, tools, etc.—is at a record pace. Spending in March hit \$3.8 billion, up \$300 million from February and \$500 million above March 1958. For the year's first three months, expenditures rose to a new high of \$10.9 billion—\$1.1 billion above the '58 period.

## ► Employment

Increased business activity is creating new jobs in many fields. As a direct result the outlook is for a continuing rise in spendable income. Unemployment dropped substantially in February. In some areas, however, the problem persists.

## ► Personal Income

In February, personal income rose at an annual rate of \$1.5 billion, a solid 17% increase over the 1958 month. Retail sales are well above pre-recession levels, and consumers are once again taking on installment debt. Credit sales in February ran above \$3.8 billion, the fifth consecutive month in which such sales have increased.

## ► Farm Income

Cash receipts from farm marketings in the first two months of 1959 were up about \$5.1 billion, a gain of 4% over a year ago. Prices averaged about the same as a year ago, but the volume of marketings was larger. Crop receipts hit \$2.2 billion, while receipts from livestock and products totaled \$2.9 billion.

## ► Industrial Production

In early April the rate of steel production—at 93.7% of capacity—was a good measure of the recovery in industrial production. As the second quarter got under way factory production topped its pre-recession level in August, 1957.

(See page 10 for current report on wholesale hardware sales.)

# IGLOO

*First in demand-First in SALES*



*-because **IGLOO**  
is Proven in Use!*

Join the leader, stock and sell IGLOO—the most wanted, asked for and used water cooler in the world today. Your IGLOO sales are backed by strong trade and consumer advertising. You fill the demand that's already there.

*Complete cooler line—all sizes, types and styles*

*Ask your wholesaler*



*... first in sales*

**IGLOO CORPORATION**

MEMPHIS 4, TENNESSEE

# INDUSTRY NEWS

## Williams, Odell Salesman, Retires After 46 Years

E. M. "Big" Williams, who for 46 years has "beat the sun up to follow the customs of his customers," is retiring as salesman from Odell Hardware Co., Greensboro, N. C., under the company's policy of retirement, according to an announcement made by C. E. Hamilton, vice-president.



E. M. Williams

Williams joined the wholesale firm in 1914 and has seen his customers' wants change from wagon tires and ox shoes to housewares and sporting goods. His new free time will allow him to get in some pier fishing at his cottage at Crescent Beach, S. C., he states.

Williams and his wife reside in Greensboro. They have two children, Dennis H. Williams of Fayetteville and Mrs. S. T. Sarvis of Greensboro, and two grandchildren.

## Portable Electric Tools Purchases Drake Electric

PORTABLE Electric Tools, Inc., announces the purchase of the Drake Electric Works, Inc., 3654 Lincoln

Ave., Chicago, Ill. It will be operated as a wholly owned subsidiary of Portable Electric Tools, Inc.

Drake Electric Works, founded in 1919, manufactures a complete line of soldering irons, soldering pots, and soldering equipment. In the near future these items will be supplemented with a line of instantaneous soldering guns and other portable power tools, according to the announcement.



Hubbard



Barnes

## Allison-Erwin Announces Two Appointments

J. C. ERWIN, president, Allison-Erwin Co., Charlotte, N. C., announces the following two appointments:

John M. (Jack) Barnes has joined the wholesale organization as head of the housewares and traffic appliance departments. He

most recently served as manager of the housewares department of Bon Marche department store of Asheville, N. C.

S. Grady Hubbard, Jr. is now affiliated with the major appliance division and will function as sales manager for all Zenith products. Prior to joining the company, he was a sales manager with Major Appliance Distributors, Inc., of Charlotte, N. C.

## Veteran Trio Retires from Stratton & Terstegge



Photo courtesy Louisville Courier Journal

Racking up a total of 177 years of service, three members of the Stratton & Terstegge Co., wholesalers in Louisville, Ky., announce their retirement. They are Coleman G. Weiss, manager of the catalog department and formerly sales manager; Victor H. Weber, credit manager and director; and Walter Terstegge, a director, the company's second largest stockholder and brother to the president, Wilton H. Terstegge. Weiss has been with the firm 63 years; Weber, 58; and Walter Terstegge, 56. At a dinner party given in their honor, President Terstegge, left above, discusses fond memories of service with Weiss, center, and Vic Weber. Mr. Walter Terstegge was unable to attend.



# Swing-a-way has everything you want!

The quality you want: SWING-A-WAY is rated first in quality and value by America's foremost testing laboratory. The style you want: SWING-A-WAY is as fresh as tomorrow . . . today. Dramatic, clean-line styling assures sales success. The price you want: SWING-A-WAY is priced right for fast turnover. It's the worth-more product that costs less. The protection you want: SWING-A-WAY is backed by a 5-year guarantee that protects both your customers and you. Why not put these selling advantages to work?

YOU CAN SELL MORE, MAKE MORE WITH

## SWING-A-WAY

 <p>TABLE ICE CRUSHER from <b>\$9.95</b></p>	 <p>MAGNETIC CAN OPENER from <b>\$3.49</b></p>	 <p>AUTOMATIC CAN OPENER from <b>\$4.49</b></p>
 <p>PORTABLE CAN OPENER from <b>\$1.98</b></p>	 <p>PORTABLE KNIFE SHARPENER <b>\$1.98</b></p>	 <p>CABINET CAN OPENER <b>\$9.95</b></p>
 <p>ICE BUCKET <b>\$7.95</b></p>	 <p>WALL ICE CRUSHER from <b>\$7.95</b></p>	 <p>BUDGET CAN OPENER from <b>\$1.98</b></p>

**BOOST SUMMER SALES  
WITH THESE PORTABLES!**

AUTOMATIC ELECTRIC CAN OPENER AND KNIFE SHARPENER **\$27.95**

## SWING-A-WAY



SWING-A-WAY MANUFACTURING CO., 4100 BECK AVE., ST. LOUIS 16, MO. • IN CANADA: FOX AGENCIES, PORT CREDIT, ONT.

SOUTHERN HARDWARE for MAY, 1959

For more information use Handy Return Card, Page 57

# ARE YOUR CUSTOMERS BUYING RIFLES—or RELICS?

War Surplus Rifles Frequently Mean Disappointed Customers,  
Lost Gun Sales, And Discouraged Shooters.  
Here Is What To Do About This Threat To Your Business.

The current availability of obsolete military firearms presents you—the reputable arms and ammunition dealer—with many very real problems.

*What should you tell customers who are considering buying such firearms?*

*What is their long range effect on your business?*

*What, if any, responsibilities do you have toward the customer who buys such a rifle?*

A careful analysis of thousands of letters and comments received from dealers, customers, and gun lovers of every type has suggested that these relics should be handled in a very special way.

## TREAT ANTIQUES AS ANTIQUES

Collecting vintage rifles is as interesting a hobby as a sportsman can have. But any customer of yours who talks to you about them should be told that they should be bought solely as curios. You'll be doing him—and yourself—a real favor. Anyone who tries to hunt with one is looking for trouble or disappointment.

## A BAD BET

The majority of potential war surplus rifle purchasers can be divided into two types: first, the collectors. These tend to be both experienced and savvy. They buy with their eyes open. The second type, however, is usually the first-time center fire rifle purchaser—and he is distinctly a problem. A first-time rifle purchaser deserves kid glove treatment from you for a number of very good reasons.

1. He represents a good part of the growth potential of your business. Not only does he need a rifle and ammunition, but he needs about \$200 worth of additional equipment before he is ready for the woods. You are the logical man to sell it to him.

2. Whether he admits it or not, the chances are that he knows almost nothing about rifles and must—consciously or unconsciously—rely on you to guide him.

3. He's "getting his feet wet." If he gets off to a good start in center fire shooting he'll probably get the bug. If not, he may never pick up another rifle.

Consequently, this customer is worth any time it might take you to talk him out of purchasing any war antique he might be considering. *The facts of the case are so*

*strongly against it that it should take only a minute or two to convince him.*

## HOW SAFE IS AN ANTIQUE?

Let's take the most extreme examples first: the Martinis, Mannlichers, Enfields, etc. A competent gunsmith should go over every such rifle with a fine tooth comb. Parts may be unduly worn or stressed from hard service. Barrels may be pitted. Dangerous headspace may be present due to wear, use, or a mismatch of bolt and receiver. Since a first rifle purchaser probably doesn't know how to check out a firearm properly, it's the duty of those who have firearms experience—in this case, you—to warn him of the danger in which he may be placing himself. A blowback or burst barrel is disastrous.

Another difficulty is ammunition. Most models of these old military arms are chambered for calibers never made in this country. In addition, most military ammunition is of the full patch type—unsuitable for hunting. Worst of all—and dangerous—is the fact that its age makes this old military ammunition subject to both deterioration of priming and powder and to internal corrosion of the brass case. Just one instance of poor ignition and deteriorated powder can cause a "squib,"—a bullet left half way down the barrel. If not noticed immediately, the next shot will wreck the action—and possibly the shooter. An exploding brass case, weakened by internal corrosion, can produce the same unhappy results. Suppose modern ammunition will fit an antique, what then? Some of the old rifles—both foreign and domestic—just can't take the pressure developed by modern center fire cartridges. No American manufacturer can guarantee his ammunition in an older, foreign-made rifle which hasn't been proof-tested according to American standards.

## THE SPRINGFIELD '03 AND M98 MAUSER

A gunsmith should check the rifle out, especially since some World War II Mausers were made by slave laborers who were anything but interested in making a safe rifle. But, with luck, a good U.S. '03 Springfield or a good M98 Mauser action will usually receive a clean bill of health. As it stands, its outstanding drawback is the unsuitability of the slow, two-stage military trigger.

## SAFE BUT SORRY

However, human nature being what it is, the chances are that the "first rifle" cus-

tomers who buy a U.S. 1903 Springfield is going to be disappointed. After he has fired it a few times, and compared it to the sporting rifles his friends have, he'll notice that it doesn't feel like a sporting rifle, or handle like one, either. In addition, after even a short walk in the woods, he'll discover it's as heavy as sin.

*Try to tell him what disappointments he can expect—before he's made the purchase. He'll be grateful, and that gratitude can be turned into more sales for you.*

But suppose he's already bought one and comes to you for help, what then? He probably wants to sporterize the rifle himself, or have it done for him; in either case we think you should tell him plainly he has a long road ahead of him—and recommend against it. Sporterizing a U.S. 1903 Springfield is a tough job—a job that demands professional help of a high order. And we think he'll spend more than he wants and get less than he thought he would—no matter how good a job you do for him.

## GOOD MONEY AFTER BAD

Suppose you know of a gunsmith who can do a "package" sporter conversion job for him. This would probably include a sporter stock, micrometer rear and ramp sights, plus a polishing of all the rough spots off action parts. The going rate is \$80. When it is done, since a good Springfield probably cost him about \$39.95 to begin with, he will have spent \$119.95 on his old '03. It's too late then to point out that another ten dollars, \$129.95, would have given him a new Winchester Model 70.

And just to prove once again that one problem leads to another, the chances are that your Springfield purchaser will still be a disappointed customer. Why? Because the "package" conversion job just doesn't turn a Springfield into a true sporting rifle—its failings remain both numerous and obvious.

**\$231.95—FOR A  
SPRINGFIELD ? !**

Suppose your Springfield owning customer wants another caliber than 30-06. That's \$50 for rebarreling, rechambering and polishing, plus necessary modifications in the magazine. Suppose he wants a scope? The present safety won't clear a low scope, neither will the bolt—that means another \$17. Drilling and tapping the receiver for

receiver sights, front and rear sporting sights, plus their installation is another \$37.50. And, of course, to replace the two stage military pull trigger is \$20 more. Turning, polishing, restraighening the barrel, finishing and checkering the stock costs still more money.

In other words: *A man with a Springfield or Mauser M98 action has a rifle that he will soon decide is an unsatisfactory sport-*

*ing firearm, "as is"—and that would cost a small fortune to sporterize satisfactorily.*

How many customers do you have who would want to spend \$231 for a fifty year old rifle?

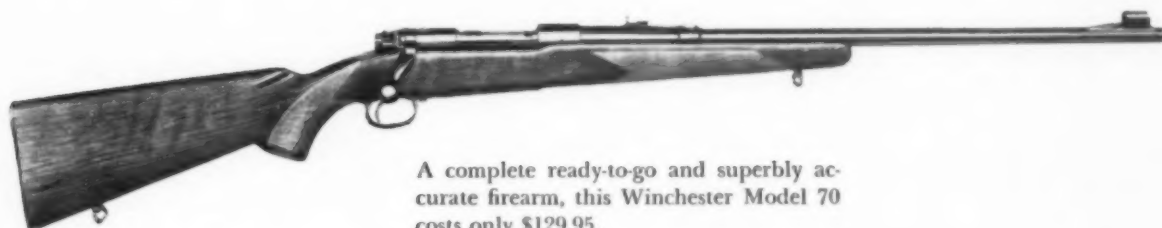
#### ECONOMY

Therefore, when a customer wants a center fire rifle, try to sell him a true sporting firearm to start with. If he's already pur-

chased a military rifle, try to keep him from pouring good money after bad in attempts to turn it into something it was never intended to be. If price is an object, the Winchester Time Payment Plan is available to spread the cost of a real hunting rifle over as long as 21 months. Do yourself and your customers a favor by selling them a rifle they can use with confidence and show with pride—a Winchester.

### WHICH IS THE REAL BARGAIN?

COMPARATIVE FEATURES	WINCHESTER MODEL 70	SPRINGFIELD	APPROX. COST	M-98 MAUSER	APPROX. COST
Original retail cost	\$129.95	Very good military condition	\$39.95	Action only Very good military condition	\$25.00 39.95
Winchester Proof Steel Action and barrel Chrome Molybdenum Steel	Yes	No		No	
Bolt clears low scope	Yes	No. Alter bolt	10.00	No. Alter bolt	10.00
Three position safety to clear low scope	Yes	No. Install new safety	7.00	No. Install new safety	7.00
Bolt cocks on opening	Yes	Yes		Yes	
Has crisp, no creep single stage trigger and speed lock	Yes	No. Two stage military pull. Install new trigger	20.00	No. Two stage, military pull. Install new trigger	20.00
Receiver drilled and tapped for receiver sight	Yes	No. Drill and tap	7.50	No. Drill and tap	7.50
Receiver drilled and tapped for top scope mount	Yes	No. Drill and tap	12.50	No. Drill and tap	12.50
Barrel precision contoured. Polished and blued	Yes	No. Turn, polish, blue and re-straighten	17.50	No. Turn, polish, blue and re-straighten	17.50
Has ramp front sporting sight	Yes	No. Furnish and install ramp sight	10.00	No. Furnish and install ramp sight	10.00
Has folding rear sight	Yes	No. Furnish and install folding rear sight	7.50	No. Furnish and install folding rear sight	7.50
Available in popular calibers	Yes, 8 in fact	30-06 only Cost to change calibre	50.00	No. Cost to rebarrel to pop. calibre	50.00
Precision fitted, hand finished and checkered stock	Yes	No. Fit, finish and checker stock	50.00	No. Fit, finish and checker stock	50.00
Proof fired after rigid inspection, then reinspected for your safety	Yes	? ?		? ?	
All Milled Parts	Yes	?		?	
TOTAL COST, ALL POPULAR CALIBERS INCLUDING 300 MAG AND 375 MAG	\$129.95	SPORTER IN 30-06 SPORTER IN OTHER CALIBRE Not rec. for magnum	\$181.95 \$231.95	SPORTER IN 8 mm. SPORTER IN OTHER CALIBRE Not rec. for magnum	\$181.95 \$231.95



A complete ready-to-go and superbly accurate firearm, this Winchester Model 70 costs only \$129.95.



# WINCHESTER

"Prices subject to change without notice"

MOLIN MATHIESON • WINCHESTER-WESTERN DIVISION • NEW HAVEN 4, CONNECTICUT

SOUTHERN HARDWARE for MAY, 1959 For more information use Handy Return Card, Page 57

## Stratton & Terstegge Elects Executive V-P

THE BOARD of directors of Stratton & Terstegge Co., Louisville, Ky., has elected James L. Meagher as executive vice-president of the company, according to an announcement by Wilton H. Tersteg-



James L. Meagher

ge, president. Meagher has been a vice-president since 1957, and general manager of the Anchor Division, manufacturers of garden furniture, fireplace fixtures, and heating equipment.

Meagher, a native of Valparaiso, Ind., and a graduate of Notre Dame, has been with Stratton & Terstegge since October 1946 and was a salesman in the Tennessee territory. He later became sales manager of the Anchor Division. Meagher's office will be moved to the main offices of the company at 16th and Main streets.

## Skil Announces New Freight Policy

A NEW PREPAID freight policy on shipment of all Skil tools, accessories, parts, or Perma-Grit products has been put into effect to simplify ordering by Skil distributors and wholesalers, William K. Downey, vice-president-sales, announced recently.

The policy states that a single order for any combination of Skil products that amounts to \$400 or more net invoice price will be shipped prepaid.

Previously, a single order for industrial products totaling 100 pounds or for wholesaler items weighing 150 pounds per order was eligible for prepaid shipment.

"Because the new plan is simple, it allows a fast, accurate decision at the time the order is placed whether or not it will be shipped prepaid," Downey said. "Early indications show that both distributors and wholesalers welcome the change from a pound basis to a dollar value. We believe it will become standard industry practice."

## Thornburg Rejoins The McDonough Co.

EFFECTIVE April 1, Paul L. Thornburg, of Lexington, N. C., is again associated with The McDonough Co., manufacturers' agents with headquarters in Jacksonville, Fla. Thornburg will cover the states of North Carolina, South Carolina, and the southern portion of Virginia, a territory which he had covered for the company during the latter part of the 40's and the early part of the 50's.

## Southern Wholesalers Report Rise in First Quarter Sales

SALES BY Southern hardware wholesalers in March were substantially ahead of the 1958 month, and for the year's first three months the gain in sales over the same period last year is almost equally pronounced.

The sales gain in March, as revealed in the monthly survey, conducted by SOUTHERN HARDWARE, was sharpest among wholesalers in the Southwest, the average increase being 24.3%. Mid-South wholesalers were not far behind with an average increase of 23.2%, while Southeastern wholesalers reported an average sales gain of 17%. For the entire South, the gain in sales in March over the '58 month averaged 21.7%.

In the first three months of the

year the sales gain for Southern wholesalers averaged 16.5% above the '58 period. The sales gain for the year to date was largest for Southwestern wholesalers, the average increase being 19.2%. Average gains for the Southeast and Mid-South were 10.4% and 14.5% respectively.

Sales in all geographical regions increased from February to March, the most sizable increase being the average 27% gain in the Mid-South.

Inventories in March increased moderately for a large majority of Southern wholesalers. The average increase being heaviest in the Southwest at 7.8%. For the entire South the inventory gain averaged 5.5%.

## WHOLESALE HARDWARE SALES AND INVENTORIES

GEOGRAPHICAL DIVISION	SALES			INVENTORIES
	Percent Change			Percent Change
	Mar. 1959 from Mar. 1958	Mar. 1959 from Feb. 1959	3 Months '59 from 3 Months '58	Mar. 1959 from Mar. 1958
SOUTHEAST	+17.	+11.6	+10.4	+4.4
MID-SOUTH	+23.2	+27.	+14.5	+3.2
SOUTHWEST	+24.3	+17.3	+19.2	+7.8
ENTIRE SOUTH	+21.7	+19.	+16.5	+5.5

Geographical divisions: Southeast (W. Va., Va., S. C., N. C., Ga., Fla.) Mid-South (Ala., Tenn., Ky., Miss.) Southwest (La., Ark., Okla., Tex.)





*Ideal*

offers the world's largest selection of sinkers



*Ideal*

They're all illustrated,  
along with many  
other fishing accessories,  
in our 1958-1959 catalogue.  
Write for yours today.

**FISHING FLOAT COMPANY, INC.**  
2001 E. Franklin Street • Richmond 3, Virginia  
Dallas Warehouse: 301 North Market, Dallas 2, Texas  
World's Largest Manufacturer of Fishing Floats,  
Furnished Lines, and Sinkers.

# Republic Bolts and Nuts...

## ***BUILD CUSTOMER CONFIDENCE***

There's something about a spanking clean show window that inspires confidence in you and your business. And it is the confidence of your customers which, in the long run, builds your sales and profits.

Republic Bolts and Nuts are confidence-builders, too. When you display the name "Republic Steel", you immediately identify yourself with products that are manufactured in the South for use by Southern farmers and home owners. Moreover, the Republic Steel trademark—just as it appears on each fastener package in your store—is advertised throughout the South in leading trade and consumer magazines.

As a result, Republic's fine reputation for integrity and product quality will boost your stock with

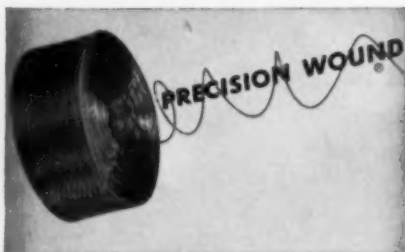
customers as surely as a spotless show window!

Equally as important is the technical excellence of Republic products. Republic Steel's Gadsden, Alabama, plant is managed and manned by personnel who have the know-how and facilities to produce fasteners of unexcelled quality.

In addition, Republic supplies you with a number of valuable selling aids. So if you're really "on the go"—determined to build even greater prestige and profits for your business—Republic Bolts and Nuts can help you keep established customers coming back, and new ones coming in. For complete information, get in touch with your nearest Republic Distributor. Or mail the handy coupon appearing in lower right corner.

***The South Respects the Quality of Republic Products!***

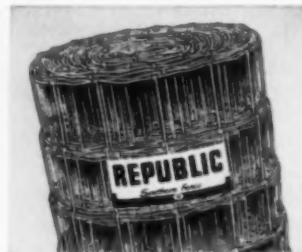
### **OTHER REPUBLIC PRODUCTS FOR SOUTHERN HOMES AND FARMS**



Precision-Wound® Automatic Baler Wire for high-speed balers.



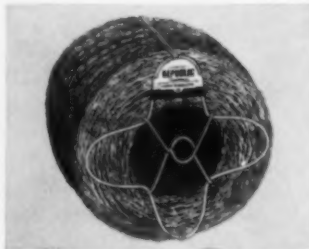
A complete range of wire nails and staples for every requirement.



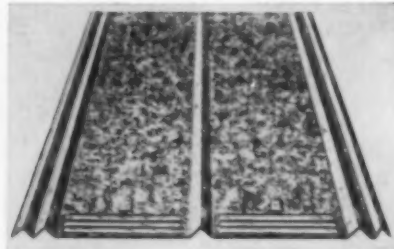
Tough, strong, woven wire fence in all popular styles and sizes.



Flexible plastic pipe for wells, water lines, stock waterers, and irrigation.



Galvanized barbed wire in all popular styles.



BLUE RIDGE Galvanized Steel Roofing can be used with any V-drain type or standard V roofing.

# like a Spotless Window...



CHOICE OF 20,000 STANDARD TYPES AND SIZES, a few of them shown in picture above, is a valuable Republic selling "plus". Republic Bolts and Nuts come in eye-catching, spill-proof packages that make attractive self-selling displays. Another important selling aid is Republic Steel's convenient Price-

Finder designed to help you price the many varieties of fasteners quickly and with no delays to you or your customers. In addition, Republic Steel supplies informative literature on the advantages of Republic fasteners. The result is better service to customers—extra profits for you.

## REPUBLIC STEEL



*World's Widest Range  
of Standard Steels and  
Steel Products*

### REPUBLIC STEEL CORPORATION

DEPT. 5H-75 10

1441 REPUBLIC BUILDING • CLEVELAND 1, OHIO

Please send me information on:

- |  |   |
|--|---|
| <input type="checkbox"/> Bolts and Nuts                    | <input type="checkbox"/> Woven Wire Fence   |
| <input type="checkbox"/> Automatic Baler Wire              | <input type="checkbox"/> Plastic Pipe       |
| <input type="checkbox"/> Nails and Staples                 | <input type="checkbox"/> BLUE RIDGE Roofing |
| <input type="checkbox"/> 13 Gage High Strength Barbed Wire |   |

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## Swinging Around The Southeast



BY DAN M. FRY

Fry-Holbrook & Associates  
Atlanta, Ga.

WELCOME to spring and the warm weather . . . it was a long, hard, cold winter . . . Business is holding up very well according to wholesalers and even the Russians are tempering their tempers . . . **Jim Autrey**, housewares buyer and vice-president, Beck & Gregg Hardware Co., Atlanta, Georgia, came home from Crystal River not long ago with seventeen bass . . . according to reliable sources, the whole darn seventeen were caught in one hour . . . verification of this statement may be gotten from Mr. Autrey.

**Jeff Smith** of the T. J. Smith Hardware Co., McRae, Georgia, and Mrs. Smith have a new baby girl. Congratulations! . . . P. S.: We hope the Smiths' will enjoy their new home . . . **J. P. Ledward**, credit manager for Teague Hardware Co., Montgomery, Alabama, is expecting a new grandchild . . . It's hard on the grandparents too, so have patience, Mr. J. P., and be sure to let us know if it is a boy or girl.

Glad to hear our good friend, **C. E. Hamilton**, Odell Hardware Co., Greensboro, North Carolina, is on the mend . . . The operation was serious, but successful . . . It will be a few weeks before he is back on the job . . . Take it easy Mr. H., we are all pulling for you . . . A new housewares buyer at Allison - Erwin Co., Charlotte, North Carolina, **John Barnes**, is taking over . . . Mr. Barnes came from Bon - Marche, Asheville, North Carolina . . . He also worked with Belks in Charlotte, and Charlotte Mercantile. Luck from us to you, Mr. Barnes!

Sorry to hear **Mrs. Robert Wyatt**, wife of our old friend Bob Wyatt of Job P. Wyatt Co.,

Raleigh, North Carolina, has been in the hospital . . . Everything is OK, and she will be back home shortly . . . Wedding Bells in May for **Phyllis Roberts**, office staff gal for Teague Hardware Co., Montgomery, Alabama . . . We wish her much happiness . . . **Frank Burton**, long time builders hardware buyer for Beck & Gregg, Atlanta, Georgia, has had cataracts removed recently . . . Glad to report Frank is doing just fine and will be back at the same old stand doing business.

Congratulations to **Mr. and Mrs. Howard Morris**, they have a brand new baby girl — Rosemarie, 7 pounds . . . Mr. Morris is an inside salesman for King Hardware Co., Atlanta, Georgia . . . Moore-Handley Hardware Co., Birmingham, Alabama, held a dealers' show in New Orleans . . . It took place at the auditorium . . . According to **Robert Duquette**, manager of the merchandising department of Moore-Handley, the show was successful . . . They were most gratified with the attendance.

**Burt Williams**, son of I. W. "Bill" Williams, G. M. Baird & Co., is getting married . . . Burt finishes at Vanderbilt this year, and they will live in Decatur, Alabama . . . Getting married, graduating from college, and taking on a new position makes Burt a busy man . . . He will be affiliated with the Wolverine Tube Co. . . The bride-to-be is **Miss Jane Smith**, daughter of Mr. and Mrs. Porter Smith of Nashville . . . the father, "Bill," is most proud, and justly so . . . **Captain Hughes P. Kennedy**, former president of Wimberly-Thomas, Birmingham, Alabama, visited the main office recently . . . Although

Captain Kennedy is retired, he is still going strong, at 90 years young . . . See you next month.

### Lawn-Boy Issues Complete Service Dealer Package

LAWN-BOY, Lamar, Mo., has published for its nationwide network of authorized power mower service dealers, a comprehensive brochure containing all of the materials required in identifying, explaining, promoting, and expediting their complete new 1959 service program including their new one year factory warranty.

Designed and edited by Charles J. Lear, Lawn-Boy factory service manager, the "Golden Age" service dealer kits contain 22 separate pieces, dealing with the overall power mower service situation as well as with authorized Lawn-Boy dealer operations.

The brochures are issued only to dealers attending authorized Lawn-Boy service schools.

### Brooks Joins Sales Force of Lawson H. Yates Co.

RALPH BROOKS recently joined the sales force of the Lawson H. Yates Co., manufacturers' repre-



Ralph Brooks

sentatives with headquarters in Nashville, Tenn. Brooks has had a number of years' experience in the wholesale management field.



# polyethylene

# WATER SKI ROPE



**Complete Range** Each rope is water, stretch, acid and rot resistant and will float. Each rope is 75 ft. standard length, assembled and ready to use.

Article 549-C

Article	Type of Rope	Hardware	Packed
549	1/4" Twisted Polyethylene	1 Single Handle 1 Float	1 Ski Rope to Transparent Acetate Cylinder
549-B	1/4" Hollow Braided Polyethylene	1 Single Handle 1 Float	1 Ski Rope to Transparent Acetate Cylinder
549-C	1/4" Hollow Braided Polyethylene	Interchangeable Single & Double Handles 1 Float	1 Ski Rope to Transparent Acetate Cylinder
549-D	1/4" Hollow Braided Polyethylene	1 Single Handle	1 Ski Rope to Polyethylene Bag

**Put your confidence in  
the QUALITY LINE...**

Vinyl Weather Stripping  
Wood Glue  
Braided Nylon Line  
Seine Twines  
Seine Cords  
Trot Lines  
Staging  
Venetian Blind Cord  
Sash Cords  
Clothes Lines  
Mason Lines  
Fishing Lines  
Starter Rope  
Jump Rope

Mop Heads  
Wrapping Twines  
Kitchen Lines  
Express Twines  
Chalk Lines  
Parcel Post Twines  
Polished India Twines  
Plastic Clothes Lines  
Jute Twine  
Nylon Casting Lines  
Manila Ropes  
Masking Tape  
Freezer Tape  
Polyethylene Ropes



Orders of \$75.00 or more, freight prepaid. Orders of less than \$30.00 f. o. b. Mill, Lawndale, N. C., Van Nuys, Calif., Marietta, Minnesota, Dallas, Texas, or Waynetown, Ind. Orders of \$30.00 to \$75.00 freight allowed to \$1.00 per cwt. Freight prepaid does not include extra charges incurred outside carrier's regular zone of delivery.

## Cleveland Mills Company

ESTABLISHED 1873

LAWNDALE, N. C.

14346 Bessemer St., Van Nuys, Cal. • Marietta, Minn. • 3104 Gaston Ave., Dallas 26, Texas • Waynetown, Ind.

SOUTHERN HARDWARE for MAY, 1959 For more information use Handy Return Card, Page 57

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## Southwest Ramblin's



**By RUSS BAITY**  
Divisional Manager  
Dallas, Tex.  
J. Wiss & Sons Co.

SINCE THE last writing I have been making my way through Louisiana and Texas . . . Found re-decorated offices at Lee Hardware and they are completely equipped with new office equipment . . . "Jack" Barnes, president, is now a grandpappy . . . A grandson was born the first part of March . . . His son, Jack, is now an employee at Lee's and is working on the city desk . . . This was their first child . . . Herb Phipps, sales manager, had just returned to work . . . He had major surgery and was out most of February . . . He certainly does not show any ill effects.

The welcome mat was out at Brown-Roberts Hardware & Supply Co. and everyone was very cordial as usual . . . Jack Rayburn, buyer, was the proud father of an 8 pound baby boy on February 26th . . . Both are doing fine . . . Jack Smith, purchasing agent, is reported to be next on the list . . . Joe Pitts, president, was out for the afternoon and I accused him of being at the Country Club but couldn't get anyone to admit it . . . Understand Fred Barksdale was up and able to attend their board of directors meeting the latter part of February . . . Fred's address is 1825 Albert St. and he would like to hear from his many friends.

Weakley-Watson Hardware is now doing business out of their new branch in Midland but have not had their official opening as yet . . . Joe Blagg reports that D. A. Holland will be the branch manager . . . Mr. Holland has been with them 12 years and was warehouse manager in Brownwood . . . All buying will continue to be done in Brownwood . . . West Texas Wholesale Supply Co. has added an additional 6000 square feet to

its warehouse space . . . Everything will now be under cover with the exception of pipe.

Findlater Hardware reported a very successful Spring Merchandise Mart which was held on March 8th. They had 48 exhibitors and an attendance of over 200 dealers . . . Mr. & Mrs. Mart Findlater had a cocktail party for their personnel and exhibitors the night before the show started . . . Lunch was served to everyone during the show on Sunday.

Jack Husbands was elected president and general manager of Morrow-Thomas Hardware earlier this year . . . Congratulations are in order, Jack, for the promotion and the fine work you and the others have done this past year . . . While in Amarillo I attended the Amarillo Hardware Show . . . March 22 & 23rd . . . 59 exhibitors were on hand . . . Chances for a good show looked slim with the blizzard and high winds before the opening day but the weather cleared and the attendance was good.

In Southeast Texas the wholesalers, Tyrrell Hardware and Sabine Supply Co., reported a very good business during the month of March . . . Things got off to a pretty slow start in that area due to oil strikes and rainy weather in February . . . They claim they had only 3 days of sunshine during February . . . Wish some of it would splash up into North and West Texas . . . George Norsworthy and the Schoellkopf gang held their Spring Show Sunday April 5th . . . More than 35 exhibitors set up displays and the attendance as well as sales was very good . . . That's all for now . . . See you next month.

## Two Assume New Positions with Chattanooga Royal

THE CHATTANOOGA Royal Co., of Chattanooga, Tenn., announces the simultaneous promotions of two members of the factory sales organization.

Steven K. Kite-Powell, formerly field sales manager for barbecue grills, has been appointed manager of the Barbecue Grill Division. In his new position, Kite-Powell will be responsible for all functions relating to the development and marketing of the company's barbecue grills.

M. Hayne Hamilton was named advertising and sales promotion manager. The development and implementation of the advertising programs for barbecue grills, Royal space and wall heaters, and Chattanooga central heating and air conditioning will be coordinated through this new position.

## Hyde Elects Clemence as New President

IN ITS RECENT election of officers, Hyde Manufacturing Co., Southbridge, Mass., named Robert U. Clemence as president. Clemence, formerly vice-president, succeeds Arthur J. LaCroix who was elected chairman of the board. LaCroix has been with Hyde for 55 years and has served as president for 30 years.

Other officers elected are F. A. Skinner, treasurer and comptrol-



Barth



Clemence

ler; H. G. Barth, vice-president of sales; and Alan C. Ferguson, vice-president of manufacturing. Russell A. Burton was named director of marketing.

# NOTHING LIKE THIS-EVER!



THIS MAGNIFICENT FULL COLOR ILLUSTRATION WILL APPEAR IN FULL PAGE SIZE IN ALL OF THESE MAGAZINES TO HELP YOU SELL "W-40" DURING THE COMING SEASON!

.... to make '59 your biggest "W-40" year!



THE "W-40" FISHING LINE DEPARTMENT WILL BE FEATURED IN ALL OF THESE ADS!

# NOTHING LIKE THIS-EVER!

**21,564,000 READERS! EVERY MONTH!**

Twenty-one million readers will be stopped cold by this unparalleled "W-40" advertising program, designed to give them the facts about World Record "W-40" spinning, bait casting, squidding, and fly lines . . . every month, February thru July!

## TO HELP YOU SELL "W-40" FISHING LINES!

The "W-40" Fishing Line Department will be featured in every single ad! The world's most distinctive fishing line merchandiser will be famous. Your customers will be looking for "W-40" in your store.

Will you be ready for them?

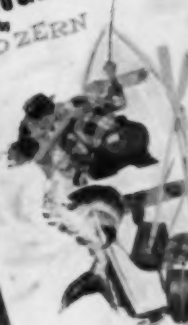
## NOW IS THE TIME TO CONTACT YOUR JOBBER!

Ask him about those extra "W-40" profits and free "W-40" Fishing Line Departments. He has the whole story for you . . . or write us today on your letterhead for our free illustrated color brochure that tells all!

### YOUR CUSTOMERS WILL WANT!

Ed Zern's laugh riot: "How to Catch a Mermaid" . . . featured in our advertising. Twelve pages of zany Zern wit laced with gorgeous full-color mermaids. You've never seen anything like this book! An ample supply is packed free with each "W-40" Fishing Line Department; additional quantities are available at nominal cost. A sample copy sent free to letterhead requests.

**HOW TO CATCH A MERMAID**  
ED ZERN



### YOU WILL WANT!

A beautiful 16" x 20" full-color reproduction of the exact illustration on opposite page (title: "Now That's What I Call A Line!"), without advertising, suitable for framing . . . sent free to dealers and jobbers writing on letterhead. Be sure to specify the title you want . . . we have several!







....now that's what I call a line!

...and it's famous "W-40"<sup>®</sup>, the line with no fish-resistance! With world record "W-40" fishing line, the big ones never get away...that means championship performance every time. Whether trying for mermaids or record fish, "W-40" has everything for you!

© 1959 WESTERN FISHING LINE COMPANY

# \$10,000.00

## GIANT "W-40" JACKPOT

ANY DEALER WHO  
OBTAINS A FREE "W-40"  
FISHING LINE  
DEPARTMENT CAN WIN  
\$1000.00 IN FREE  
"W-40" FISHING LINES!

(See details below)



NO RULES!

NO GIMICKS!

NO COUPONS!

## YOU CAN WIN!

ONE DEALER IN EACH OF THE ABOVE TEN AREAS  
WILL WIN A JACKPOT OF \$1,000.00 IN FREE  
"W-40" FISHING LINES. (WINNER'S CHOICE  
VALUED AT LIST PRICE.)

ALL DEALERS WHO OBTAIN A FREE "W-40"  
FISHING LINE DEPARTMENT ARE AUTOMATICALLY  
ENTERED IN THIS CONTEST. THE "W-40" PRIZES  
WILL BE DELIVERED BY THE JOBBERS WHO MADE  
THE LUCKY SALES.

THE RUEBEN H. DONNELLEY CORP. WILL CHOOSE  
THE LUCKY "W-40" FISHING LINE DEPARTMENTS  
AND WILL NOTIFY THE WINNERS. THEIR DECISION  
WILL BE FINAL.

THIS OFFER IS GOOD UNTIL JUNE 30, 1959. NO  
ENTRIES WILL BE CONSIDERED AFTER THIS DATE.  
THIS OFFER SUBJECT TO FEDERAL, STATE AND  
LOCAL REGULATIONS.

WESTERN FISHING LINE COMPANY  
GLENDALE 4, CALIFORNIA





**"EVERYTHING HINGES ON HAGER!"**

C. Hager & Sons Hinge Mfg. Co. • St. Louis 4, Mo.  
In Canada, Hager Hinge Canada Limited • Kitchener, Ontario

*Founded 1849—Every Hager Hinge Swings on 100 Years of Experience*





Bradley

Forgey

Massey

Wallace

Lovette

## John Wallace to Head Wallace Hardware Co.

FOLLOWING the retirement of J. G. Wallace as president of Wallace Hardware Co., Morristown, Tenn., on December 31, John D. Wallace was elected president and Ray M. Bradley a vice-president in addition to his former office of secretary and treasurer. F. H. Forgey, R. B. Lovette, and Wm. H. Massey were elected vice-presidents.

John Wallace "grew up in the business," and in 1951 opened a new sales territory in the Knoxville-Maryville area. He returned to the office in 1953 when he was elected a vice-president with duties as buyer of plumbing supplies. He became sales manager in 1955. Wallace, in addition to general management duties, will continue as buyer of plumbing supplies and also will buy heavy steel goods and shelf tools.

Bradley joined the house sales staff of Wallace Hardware in 1946, became a buyer in 1949, was elected a director and secretary in 1950, and secretary and treasurer in 1955. He is buyer of builders hardware, housewares, and is now adding all farm implements to the other lines.

Joining the company in 1922, Forgey has had experience in all phases of the business. He will continue his duties as buyer of general hardware and sporting goods.

Lovette became associated with Wallace Hardware in 1934 as buyer of electrical appliances and supplies. He supervised the compiling and printing of the first general catalog for the company in 1949 and is currently in charge of that operation and the supervision of warehousing, receiving, and shipping departments.

In 1939 Massey joined the house

sales staff. After five years' service in the Army during World War II, he opened a new sales territory in the Bristol area. He returned to the office as credit manager in 1954. In his present position, he will be in charge of credit and collections, accounts payable department, payroll and general office supervision.

## Wickwire Appointee Will Headquarter in Orlando

H. O. DRODY, Southeastern District sales manager of the Wickwire Spencer Steel Division of The Colorado Fuel & Iron Corp., announces the appointment of H. E. Puder as sales representative for the company in Florida, South Georgia, and southern Alabama.

Puder will handle the sale of steel and wire products, making his headquarters in Orlando, Fla.

## Skod Co. Expands Southern Coverage

SKOD Co., manufacturers of Swedish steel cutting tools with headquarters in Greenwich, Conn., announces that its Southern representation currently includes the Harry A. Hoffner organization covering the states of Alabama, Georgia, Florida, and North and South Carolina, and the R. B. Wilber Co. covering Texas, Oklahoma, Arkansas, and Louisiana.

Skod is a personal company owned by J. Lehmkuhl, president of The United States Time Corp., and through this ownership affiliated with Norwegian, Swedish, and Danish companies also owned by Lehmkuhl. It was established originally around 12 years ago as Skodvin Co., and for the last six years, has been under the management of Reidar Damslet.

In addition to warehouses in Greenwich and in St. Paul, Minn., the company from April 1 has expanded its warehousing facilities to Dallas, Texas.

## N. C. Dealer Wins Slaymaker Contest



Paul L. Bernhardt of Greer Hardware Co., Salisbury, N. C., receives congratulations and a check for \$250 from S. R. Slaymaker II, for winning a national display contest sponsored by the Slaymaker Lock Co., Lancaster, Pa. At left is Marvin Schwartz, Charlotte, N. C., Southern representative for Slaymaker.



# *Warm Morning* does it AGAIN!



## Get Your Share of Bigger Sales, More Profits

### **Warm Morning Helps You Buy... Helps You Sell!**

With Big Early Stocking and Anticipation Discounts, plus a Fall dating plan, your WARM MORNING Distributor makes it easy for you to stock and sell WARM MORNING Coal Heaters.

Powerful broadside mailing program plus other dealer advertising and merchandising aids help you move WARM MORNING Coal Heaters off your sales floor quickly and profitably.

## **Warm Morning**

ASK YOUR DISTRIBUTOR OR WRITE FOR FULL DETAILS

**LOCKE STOVE COMPANY**

114-S West 11th Street Kansas City 5, Missouri

MANUFACTURER OF WARM MORNING HEATERS  
AND INCINERATORS AND MOORE'S GAS HEATERS

### **Warm Morning dealers have sold over 2,000,000 Coal Heaters**

1958 was the best post-war sales year for WARM MORNING dealers. Dealers look for sales to go up again in 1959. Why? Because now the WARM MORNING Coal Heater line is bigger (more models to sell) and better (more features to sell) than ever before. WARM MORNING's exclusive 4-flue firebrick lining and the reputation of the WARM MORNING name are your best investments in more sales, more profits.



**Only Warm Morning has**



Shown above is part of the dealer crowd attending the merchandise exhibit in March held by Albany Hardware Co.

## Albany Hardware Co. Stages Successful Merchandise Show

A DEALER merchandise show held March 25, 26, 27 by Albany Hardware Co. in Albany, Ga., produced highly satisfactory results, according to Rex D. Hubbard, vice-president and general manager of the firm.

The show was staged as means of encouraging more dealer participation in "Hardware Week."

"Very few of our dealers have been participating in this event," said Mr. Hubbard, explaining that his firm wanted to do something to try to create more interest in the event.

The company rented the National Guard Armory in Albany and invited major suppliers to participate in the exhibit at no cost

for booth space. A series of letters informed dealers of the event and urged them to take advantage of special prices offered on the displayed merchandise.

Fifty manufacturers were represented in booths in the main hall of the Armory and the company displayed in an adjoining room products in the electrical, housewares, and plumbing lines.

The company presently is planning to make the show an annual event.

## Harry Gardner Heads Sporting Goods Division

JOHN H. GRAHAM & Co., Inc., New York, N. Y., announces the appointment of Harry Gardner as manager, Sporting Goods Division.



Harry Gardner

Gardner comes in from Graham's South Central territory to take over from Vincent Turner who retired on January 1 after more than 32 years' service.



The products of more than 50 manufacturers were displayed for dealer inspection.

## R. B. Pilkington Agency Is Now Incorporated

THE MANUFACTURERS' agency operation of R. B. Pilkington, Jacksonville, Fla., has been incorporated and is now known as R. B. Pilkington, Inc., with R. B. Pilkington as president. The address and other aspects of the business, including its personnel, remain the same.



You make **\$92<sup>40</sup>** profit  
on this **\$95<sup>35</sup>** chain assortment

**Price also includes Chain Sales-Maker Display  
—a powerful “Silent Salesman”  
that does most of the work for you!**

• Put new life into chain sales and profits with the CHAIN SALES-MAKER—a compact, convenient rack display that practically guarantees fast turnover of your chain investment! The SALES-MAKER allows you to display a wide assortment of popular chain styles and sizes in less than 3 sq. ft. of floor space. It has powerful sales appeal—permits your customers to see and feel the chain—and buy it! And the SALES-MAKER is convenient—handy mounted cutting bar lets you snip off the desired length of chain on the spot!

**Your \$95.35 cost brings you . . . first of all, profits!** If sold at suggested retail prices, you make \$92.40 profit from sale of the 7 reels of chain which come with the ACCO CHAIN SALES-MAKER. Included with the profit-packed combination offer shown here is our popular **Assortment No. 38**. Other assortments are available upon request. Refills, on reels, can be ordered from your distributor. Assortment No. 38 features:

- 175 ft. 2/0 Tensio Chain, Bright Zinc Plated
- 125 ft. 3/0 Lock Link Chain, Bright Zinc Plated
- 200 ft. 3 Tensio Chain, Bright Zinc Plated
- 75 ft. 2/0 Twist Machine Chain, Bright Zinc Plated
- 100 ft. 35 Sash Chain, Bright Zinc Plated
- 200 ft. 1/0 Brass Safety Chain, Bright Finish
- 200 ft. 16 Double Steel Jack Chain, Bright Zinc Plated

#### MORE CHAIN USES MEANS MORE CHAIN SALES

Your do-it-yourself customers have found many new uses for chain and are finding more each day! So expose them to the ACCO CHAIN SALES-MAKER and to attractive ACCO boxes and pails—all plainly labeled. Order your SALES-MAKER and be prepared to fill these and other *do-it-yourself* needs:

- Garage doors
- Pipe hanging
- Porch swings
- Playground equipment
- Lawn borders
- Gymnasium equipment
- Furnace regulating
- Ornamental uses
- Furniture braces
- Fire escapes

#### SPECIAL NOTE:

When you order your CHAIN SALES-MAKER, don't forget to get snaps, swivels, repair links and cotter pins . . . they're all good profit makers that go with chain sales.

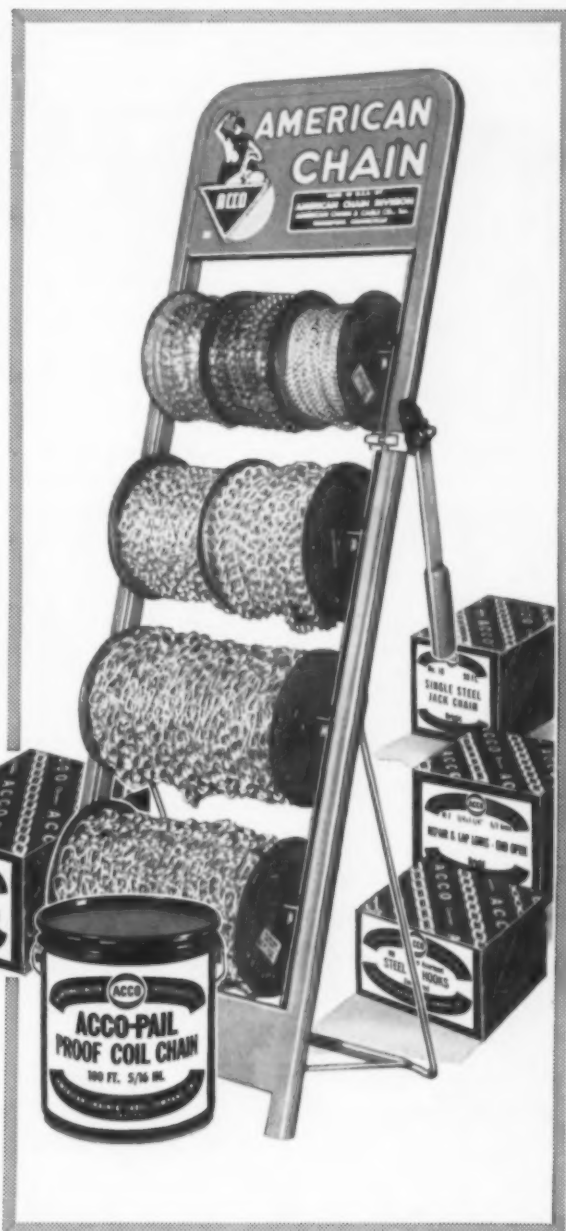
**ACCO**



**American Chain Division  
AMERICAN CHAIN & CABLE**

Bridgeport, Conn. • Factories: \*York and \*Braddock, Pa.

Sales Office: \*Atlanta, Boston, \*Chicago, \*Denver, Detroit,  
\*Houston, \*Los Angeles, New York, Philadelphia, Pittsburgh,  
\*Indicates Warehouse Stocks \*Portland, Ore., \*San Francisco



Remington announces the

# NYLON 66

Revolutionary structural-nylon and ordnance



22 LONG RIFLE

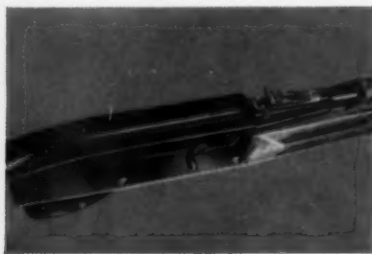
RECOMMENDED **\$49<sup>95</sup>\***  
RETAIL PRICE

\*Price subject to change without notice.

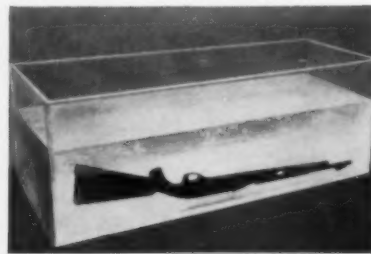
ADS IN LEADING NATIONAL MAGAZINES WILL REACH MILLIONS  
OF POTENTIAL CUSTOMERS WITH THESE HARD-SELLING FACTS



**A LIFETIME OF RIFLE PUNISHMENT** was concentrated in the Remington laboratories to prove the Nylon 66. The Freeze Box (shown), Heat Box, Rain Box and Dust Box reproduced extreme climatic conditions over long periods of time in a vain attempt to prompt malfunctions. In every way this rifle is built for a lifetime of rugged service.



**ADJUSTABLE REAR SIGHTS** can be regulated to maintain pinpoint accuracy under changing conditions of wind and range. For shooting at distances longer than the unaided eye can sight accurately, the Nylon 66's receiver is grooved to take the mounts of a "Tip-Off" telescope sight without drilling or tapping.



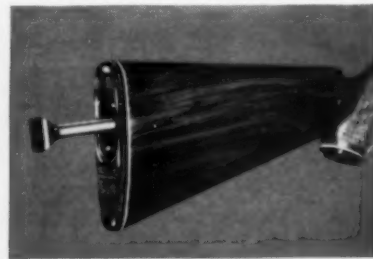
**SUBMERGED FOR DAYS**, the Nylon 66 was fired with full accuracy after being allowed to dry without cleaning, oiling or even take-down. The stock did not show the slightest change in dimensions or the slightest loss of its remarkable strength. This kind of torture makes the Nylon 66 the world's most rigidly tested firearm—sporting or military.



**SHREDDED X RINGS** are a trademark of the Nylon 66. That's because it has the same accurate barrel bedding principle found on the world's most expensive target rifles—a feature made possible by the unprecedented stability of its structural-nylon stock. The result is an auto-loader that's as accurate as you can buy . . . regardless of price.



**5 HOURS OF RAPID FIRE WITHOUT A JAM** were achieved with the Nylon 66 by a Remington test engineer. He put thousands of rounds through the barrel of the rifle as fast as he could fire and reload. There wasn't one malfunction of the Nylon 66! And even though the barrel got too hot to touch, accuracy was not affected.



**CUSTOM RIFLE DETAIL** distinguishes the Nylon 66. The graceful, rugged stock and fore-end have perfect 22-to-the-inch checkering, inset white diamonds. The grip cap is inscribed, and there are handsome dividers between the stock and butt plate, pistol grip and fore-end cap. Magazine tube is built-loaded for easy, jam-proof feeding.



# Autoloading 22

steel design opens new era in gun sales...



Here's a major advance in rifle making and marketing... a 22 rifle with a structural-nylon stock and fore-end that is light, chip-proof, waterproof, warp-proof. Friction-free steel parts glide on nylon bearings, need no lubrication. A gun that's destined to achieve fabulous first-over-the-counter sales... a firearm designed to capture the imagination of all who see it...who handle it...who shoot it.

The sales-making design and engineering innovations on the new Remington Nylon 66 autoloading 22's are made possible by the amazing properties of tough *structural-nylon*. This is the same high-strength material that is used in bearings, missiles, machinery parts and hundreds of other industrial applications. Now it leads a rifle-selling revolution.

The advantages of nylon permit a graceful stock and fore-end of unsurpassed beauty in wonderful fade-proof colors. Guns are available in either Mohawk Brown or Seneca Green. The perfect checkering, white inlays and decorated grip cap can only be duplicated by the finest hand craftsmanship. That's why the all-new Remington Nylon 66 is by far the most eye-catching 22 rifle ever made.

Mechanically, the Nylon 66 features the most trouble-free autoloading action ever known. Revolutionary, light-weight structural-nylon is used not only for the stock and fore-end, but also to perform all of the functions of a heavy steel receiver. Friction-free parts ride on nylon bearings. There's no break-in period... no need for lubrication. And because the rugged stock is absolutely warp-proof

under any conditions, Remington has been able to use the same three-point bedding principle found on bench-rest target rifles to produce a rifle with remarkable accuracy.

In every way, the Remington Nylon 66 exemplifies the greatest 22 rifle sales potential in the history of fine gun-making. Put your customers behind this ultra-advanced firearm, and you'll put yourself ahead of the field in smart, fast selling.

## SPECIFICATIONS

**Colors:** Mohawk Brown, Seneca Green. **Chambered:** For long rifle cartridges only. **Capacity:** 14 long rifle cartridges plus one in chamber. **Over-All Length:** 38½". **Weight:** 4 lbs. **Stock:** structural-nylon. **Barrel:** Rifled ordnance steel. **Trigger pull:** 3½ lbs. **Drop:** 23½". **Pull:** 13½". **Sights:** Modern-styled blade front, rear sight instantly adjustable for both windage and elevation. **Safety:** Top-of-grip thumb type. **Loading:** Single, or by magazine tube through butt plate. **Checkering:** Fore-end and pistol grip (22 lines to the inch). **Accessories:** Serrated butt plate, fore-end tip and grip cap black with white spacers. White diamonds in fore-end. **Added features:** Needs no lubrication. Stock resists mold, sun, water, solvents, scratches... won't fade, warp, chip or peel.

# Remington



Remington Arms Company, Inc., Bridgeport 2, Conn. In Canada: Remington Arms of Canada Limited, 36 Queen Elizabeth Blvd., Toronto, Ont.

## Wiley to Head Russwin's New Southern District

GLENN E. WILEY has been named manager of the newly created Southern District sales area, according to an announcement by W. J. Ziegenhein, vice-president of Russwin, New Britain, Conn. Wi-



Glenn E. Wiley

ley will report to E. H. McCulloch, general sales manager, and will be in charge of five salesmen covering North and South Carolina, Mississippi, Arkansas, Louisiana, Tennessee, Georgia, Alabama, and Florida. Headquarters for the district will be in Jacksonville.

Wiley is a former Russwin representative in the Georgia and Florida area and more recently was manager of a large contract hardware department at the Bond-Howell Lumber Co. in Jacksonville.

According to Ziegenhein, the new regional sales areas are part of a planned decentralization of sales responsibility to render better service to Russwin customers.

## Clarke Siviter Dealers Receive Spring Broadside

TOTAL DISTRIBUTION of its "Better Value Spring Bargain Days" broadside by participating dealers exceeded 150,000, according to Robert V. Eld, sales promotion manager of the Clarke Siviter Co., wholesale organization, St. Petersburg, Fla.

The new spring broadside illustrated 57 items with the emphasis

put on spring gardening tools. A good selection of do-it-yourself tools and housewares items were included also. Each dealer received a free 117-piece store trim kit consisting of 57 price cards which illustrated each item in the circular with retail pricing, 60 large banners and streamers with featured items illustrated and with retail pricing.

The entire broadside was dealer planned from start to finish. Clarke Siviter Co. selects several dealers on a rotation basis to participate in the dealer advisory board meetings held prior to the actual preparation of each broadside issue. The entire artwork, layout, and printing is handled by the sales promotion department of the company.

In addition to this broadside program, the company also offers a personalized small broadside to its key dealers at any frequency a dealer desires. The dealer simply

supplies the sales promotion department with a list of items to be promoted and receives his personalized circular ready for distribution. Special radio scripts created by the sales promotion department are made available to interested hardware dealers, and also, a good selection of newspaper ad mats and ad layouts.

## Holtkamp to Represent Corpus Christi Hardware

W. W. "DUTCH" Holtkamp, formerly with R. E. Willman Hardware Co. of Seguin, will represent Corpus Christi Hardware Co. in San Antonio and surrounding territory, according to Joe F. Wood, president of the Texas wholesale organization. Holtkamp has 15 years' experience in the retail hardware field.

## Hager Hinge Opens New Dallas Warehouse

C. HAGER & SONS Hinge Manufacturing Co., St. Louis, recently opened a new warehouse in Dallas, Texas, according to an announcement made by President Archer L. Hager.

The warehouse, which will stock a complete line of Hager builders hardware, is located at 2727 Taylor Ave. The modern fireproof building provides sufficient storage

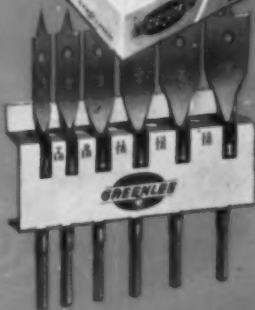
space to enable its being stocked with a large and complete hardware inventory. The Taylor Avenue location is adjacent to intercity truck line terminals and rail freight depots in order to expedite the movement of incoming and outbound shipments.

The Dallas warehouse is the fifth warehouse established by the St. Louis hinge firm in the past three years and follows the recent opening of the warehouse in Atlanta, Ga.



# GET THIS GREENLEE **ZIP BIT** SET FREE with each **BONUS PAK No. 333**

You get **EXTRA PROFIT** by ordering now!  
Bonus Pak selected for fast turnover!



## BONUS PAK No. 333 INCLUDES

### 5 **ZIP BIT** sets No. 33M-6

Each set packaged in colorful display carton with clear acetate cover . . . creates impulse sales . . . outsells conventional "roll" sets. Set contains six ZIP BITS . . . one each  $\frac{3}{8}$ ",  $\frac{1}{2}$ ",  $\frac{5}{8}$ ",  $\frac{3}{4}$ ",  $\frac{7}{8}$ ", 1" . . . with free bit holder for your customer.

plus 1  
**FREE** set  
retails \$3.90  
at

### 20 **ZIP BITS** individually carded

Self-service metal display comes to you with 20 ZIP BITS individually carded: One each  $\frac{1}{8}$ ",  $\frac{3}{16}$ ",  $\frac{1}{4}$ ",  $\frac{5}{16}$ ",  $\frac{3}{8}$ ",  $\frac{1}{2}$ ",  $\frac{5}{8}$ ",  $\frac{3}{4}$ ",  $\frac{7}{8}$ ", 1".

plus 1  
**FREE**  
self-service  
display

DEALER COST ONLY \$21.57

DEALER SELLS FOR 36.25

DEALER BONUS PAK PROFIT **\$14.68**

equals 40% off list

**ZIP BIT** has exclusive  
hex shank . . . bores in any  
wood, at any angle, any speed . . .

**INDIVIDUALLY CARDED BITS SELL FOR 60c, 65c, and 70c**  
**ORDER FROM YOUR WHOLESALE NOW . . . offer expires July 1, 1959**

**GREENLEE TOOL CO.**

1840 Columbia Ave., Rockford, Illinois





Photo courtesy of Norfolk Virginian Pilot

Hunter R. Rawlings, vice-president and general manager of Watters & Martin, Inc., Norfolk, is retiring after a career of 59 years. This well-known wholesaler sold many a horse collar in the earlier days of his career. In those years "mule millinery" accounted for from 15 to 20% of total business.

## Rawlings Retires from Watters & Martin, Inc.

A VETERAN of the "mule millinery" selling days, Hunter R. Rawlings, vice-president and general manager of Watters & Martin, Inc., Norfolk, Va., is retiring from a 59-year career with the wholesale organization. In doing so he leaves his first and only job, one which began when James H. Watters, then and still president of the firm, called him in as an administrative assistant.

A few years later he took over the operating end of the business while Watters pursued what was to be a distinguished executive career with several major industrial organizations in the North and Mid-West.

In the early days, Rawlings relied on passenger trains to get him to key points in his two-state territory of Tidewater Virginia and eastern North Carolina, but he made his way to smaller towns and isolated general stores by horse and buggy. His schedule meant long hours and much travel, but the results were rewarding. His sales for each of at least two years exceeded a half million

dollars, a record which the company states hasn't been beaten to this day.

With his retirement Rawlings plans "to do a little fishing," and he "may pitch in and help" his son, Hunter R. Rawlings, Jr., vice-president and sales manager, during the annual inventory.



## Lee Hardware Remodels Office Facilities

IN A PROGRAM of streamlining its wholesale hardware operations, The Lee Hardware Co., Ltd., Shreveport, La., has remodeled office facilities and installed new metal office furniture, according to W. F. Barnes, president.



## Cordomatic Appoints Beinecke as Rep

CORDOMATIC, manufacturer of automatic cord control reels, Philadelphia, Pa., announces the appointment of Ralph Beinecke as representative for its line of consumer products in North Carolina, South Carolina, Georgia, Alabama, Florida, and Mississippi.

## Letters

Dear Editor:

Talk about being ubiquitous, this IS it!

As a consistent participant and exhibitor in the industry's regular trade shows, the writer is utterly confused and perplexed at the present situation wherein two important trade shows are to be held simultaneously.

I refer to the National Builders Hardware Show in New Orleans and the National Hardware Show in New York—both scheduled to start on September 28th.

And, to accentuate the blood pressure, overlapping dates prevailed last year, as well, when both of these shows were held in Chicago and New York respectively.

Will someone tell me how, without being in two places at the same time, and without going to the expense of a duplicate exhibit, one is expected to cope with such a situation?

I feel it necessary to bring this matter to your attention as well as to your readers, many of whom must be in sympathy with me.

It is important that I personally be present at both these conventions. My job requires it. These occasions enable me to renew old acquaintances and make new friends with the presentation of the ever-changing developments in our line.

It would seem to me a simple matter for each show sponsor to get together on their dates and thus give a minimum consideration due to the exhibitors whose participation, after all, makes their shows possible.

Can't something be done about it so that we can keep our ulcers down?

Sincerely yours,  
Paul Robin, Sales Manager  
PENN-AKRON CORPORATION

*Editor's note: You have good cause for ulcers and it appears time for fellow sufferers to rise up in wrath. The show people have sizable problems of their own in avoiding such conflicts. Even so they have an undeniable responsibility to their exhibitors to do whatever is necessary to head off such conflicts.*



Now **Arthur Godfrey**, on CBS network's more than 200 radio stations, and **Life Magazine**, with more than 32 million readers, team up to help you sell new **Weldwood Wax**—carnauba paste and self-cleaning liquid—and **Weldwood Presto-Set Glue** in the new bellows-action bottle. Contact your jobber today.

**United States Plywood Corporation**

55 West 44th Street, New York 36, New York



# PUT THIS DOUBLE-DUTY SALESMAN TO WORK FOR YOU

Every roll of well-known, well-made, well-liked DIXISTEEL Fence carries this colorful metal sign—a double-duty salesman for you.

*At your store* it tells your customers you are headquarters for DIXISTEEL Fence—a name they know they can trust.

*On the farm*, or other installations, the DIXISTEEL signs keep on selling, for they are attached to go up with the fence. The fact that users leave the signs on is evidence that they are proud of the fence you sell—DIXISTEEL.

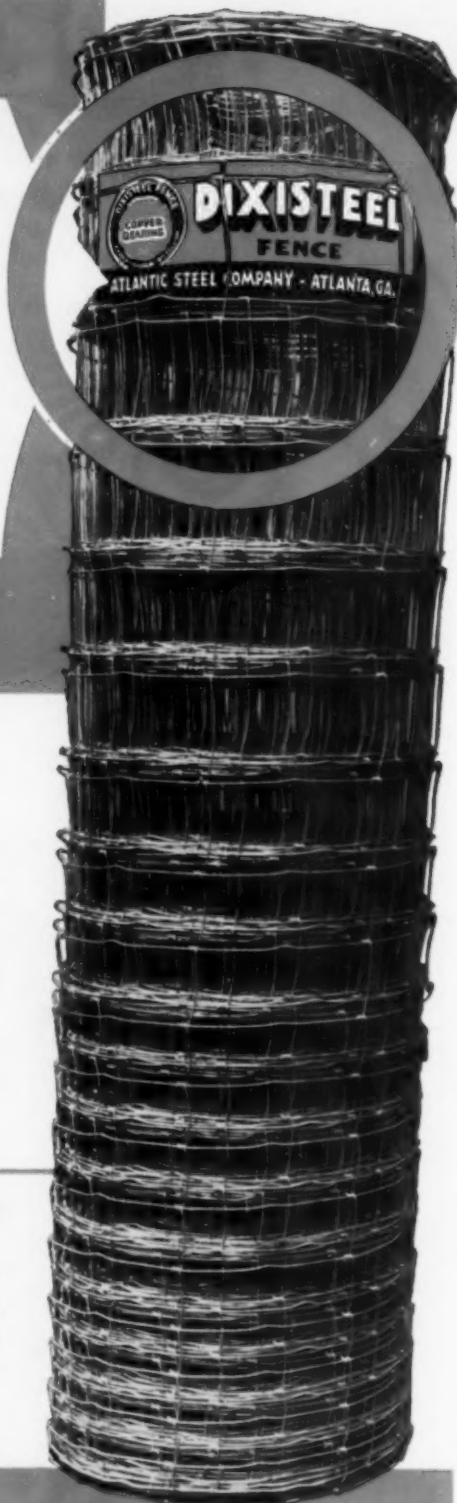
These double-duty signs are now double-faced, so no matter which way users put up their fence, the DIXISTEEL sign always faces outward—to tell everyone that here is another DIXISTEEL Fence installation.

Sell the fence that sells for you—DIXISTEEL!

## TWO HANDY COMPANIONS TO INCREASE YOUR SALES



Every time you sell fence, suggest that it be stapled with DIXISTEEL Staples, and that strands of DIXISTEEL Barbed Wire be used at the top and bottom for extra fence protection.



## Atlantic Steel Company

P. O. BOX 1714, ATLANTA 1, GEORGIA

MAY, 1959



F. J. Burroughs and mass display of artificial fruit.

## *His housewares ideas produce* **\$100,000 Annual Volume**

**I**N LONGVIEW, Texas, F. J. Burroughs has junked some of the accepted ideas for merchandising housewares and, by substituting ideas of his own, does a \$100,000 annual housewares volume in a city of 35,000 population.

**By Baron Creager**

This volume of the Longview Hardware and Furniture Co. does not necessarily all originate in Longview for Burroughs concedes

that much of his patronage comes from a trade area with a radius of at least 50 miles in all directions from Longview. Proudly and truthfully, Burroughs says his full lines and mass displays draw this patronage by providing a wider



Burroughs discounts theory all items displayed must be within reach, raised some counters at ends and in center with peg board without impairing through-store visibility.

**"Put a line in all the way,  
or leave it alone!"**

**"If you're going to display merchandise,  
make it a mass display!"**



This mass display of waste baskets fills one prominent front window.



More waste baskets are displayed deep in store on peg board panels.



More than 20 Lazy Susans ride this handy rotating store-built fixture.

selection than can be found in hardware stores in Dallas, 125 miles west.

Some of the Burroughs ideas of doing business in housewares are these:

Put a line in all the way, or leave it alone.

Don't experiment for the factory, buy only lines that are proven sellers.

On a good buy, don't mark up on

the basis of the quantity purchase, but mark up on the basis of single-item cost.

Forget the theory that all merchandise must be within reach for handling by customers.

If you're going to display merchandise, make it a mass display.

In the Longview Hardware and Furniture Co. store, housewares are, of course, displayed only in the hardware side of the store, which is separated from furniture and appliances. On the hardware side there are 12 counters and seven of these contain housewares and gifts. That is because Burroughs finds that women make up 75 percent of his store traffic and because he knows that women spend from 81 to 88 cents of each family dollar. With that preponderance of feminine traffic, gifts are, in some cases, displayed adjacent to housewares and vice versa.

"It isn't logical to completely separate gifts from housewares," Burroughs says, "because both lines are of interest to women. If a woman comes looking for a certain item in housewares, she could possibly buy that item and leave the store if there were a strong line of division between house-



Store carries only lines which are proven sellers and closely associates its gift and housewares lines. Women find window here particularly attractive.



Store occupies corner on main thoroughfare in downtown Longview. Note how waste basket display fills one window. Owner Burroughs says his full lines and mass displays draw traffic from wide areas.



wares and gifts. By mixing the displays tastefully, the woman looking for an item in housewares may also find herself interested to the buying point in some gift line item. My idea is, don't let them overlook either line."

Burroughs says his swing to emphasis on lines of appeal to women was the logical step in self preservation. He explains:

"Nearly everyone has some hardware now — the drug store, the super-market, lumber yard. My recollection of statistics is that hardware now represents about one percent of all national sales. Even so, the dollar volume in hardware is still there, nationally, and is even increasing. But it is spread so thin. No longer does that volume go through the normal retail outlets.

"Why, only a few years ago we would carry 12 dozen shovels. Now we stock just enough to fill our display racks. We do the same with axes, which were once bought here 10 dozen at a time."

So Longview Hardware and Furniture Co. leans to housewares, a trend that has been developing for more than eight years. This was partially forced by the chain stores, but Burroughs has no sympathy for the small hardware dealer who "worries about the chain store, but doesn't do anything about it."

In Longview Hardware, with no room for expansion, Burroughs lined most of the walls, ends of counters, even the wall over the main entrance with peg board. Over the main entrance, for example, are some eye-catching items that no customer can reach and handle—\$50.00 items.

"Some lady will see those \$50.00 cast bronze horses and buy," Burroughs predicted. "If she wants to

see them close, we'll get a ladder and take them down. Of course, the items that sell every day are down low. But many items are up high, out of reach. What difference does it make? The customer recognizes the brand, she doesn't need to handle it."

Using peg boards, Burroughs extended upward the ends and center sections of some counters, (Continued on page 63)



Another example of use of mass display is the 59 clocks appearing here.



This store-built fixture rotates easily, holds eighteen boxes of tumblers.

**"Forget the theory that all items  
must be within customer's reach!"**



Insecticide spray and gun are placed together in a display. Help is always offered in insecticides because customers are not expected to know too much about this aspect of garden supplies.



An outdoor display is strategically placed facing the parking lot of a grocery chain supermarket. Mowers, play equipment, and lawn furniture are arranged invitingly.

Outdoor furniture is arranged on the sales floor with accessory equipment for outdoor cooking and eating. Emphasis on outdoor living increases sales of garden supplies.

## Spotlighting

**G**ARDEN SUPPLIES and their related items are given prominent attention at McIntire's Hardware in Rockville, Maryland, with special emphasis being put upon ample displays and product knowledge.

"We are experiencing substantial sales gains in garden supplies each season," Charles McIntire, vice-president, stated, "and additionally, we feel that the line is contributing to an increase in over-all sales volume."

Displays are put out in late February and comprise one-fourth of the store or about 1,000 square feet. Related items are grouped together and are arranged to facilitate self-service.

"While our displays invite customer selection, we do not leave the customer without help," William R. Coupard, store manager, stressed. "Members of our sales staff are well trained—they have lawns



This department is stimulating store-wide sales volume.

# Garden Supplies

By Beatrice Miller

and gardens of their own—and they stand by to recommend the right product and to pass along instructions as to application, etc.”

Product knowledge, the ability to assist customers, is considered so important by the store that a training program is sponsored for the staff. Manufacturers have their representatives talk and discuss their major products twice a season. These three-hour meetings around which forums are built on such topics as lawn care are supplemented with meetings held



An infinite variety of vegetable and flower seeds are placed in well-lighted displays to command attention near the store entrance.



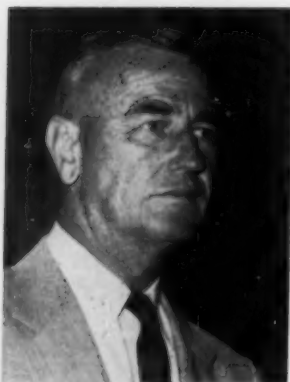
by the store four times a week. Seasonal items are demonstrated and operated at these meetings. Features of mowers are reviewed and mowers are operated on a 25' x 35' grassy plot adjoining the store.

Nationally advertised lines are carried, and McIntire takes full advantage of the cooperative local advertising offered by the supplier or manufacturer.

Specials also are used as an important traffic builder. Advertised on alternate weeks, specials may be an item like lawn edging of which a “tremendous volume is sold,” according to Coupard.

McIntire's stock includes such items as both packaged and bulk seed, insecticides, picnic supplies, and outdoor furniture.

McIntire's believes that variety of stock is important. Both packaged and bulk seed are carried and here salesman weighs order of the bulk.



W. W. French, Jr.  
President, S. W. H. A.



A. S. Johnson  
President, A. H. M. A.

# Palm Beach Convention

**A**MID OPTIMISTIC appraisals of future business, Southern wholesalers nevertheless concerned themselves primarily with ways and means of reducing expenses through greater operating efficiency during business sessions of the joint convention of the Southern Wholesale Hardware Association and the American Hardware Manufacturers Association held April 12-16 in Palm Beach, Fla. SWHA members particularly

took a hard look at the perennial problem of delivery cost and gave attention also to management practices and warehouse procedures designed to raise efficiency and lower costs.

Despite a rash of rumors, attendance at 1408 persons was about at the level of the 1957 Palm Beach convention.

Tradition was followed Sunday evening when the convention activities were formally launched

## Official Family of the Southern Association



Left to right, front row: Ralph E. Kirby, managing director; R. C. Neely, Jr., first vice-president; W. W. French, Jr., president; J. C. Erwin, second vice-president; and T. W. McAllister, formerly managing director and now an honorary vice-president. Rear: W. A. Parker, R. M. Miller, and R. H. Baker, advisory board; H. M. Davis, J. F. Wood, and Joseph Orgill, Jr., executive committee, and W. H. Terstegge, advisory board. Joe W. Pitts, new member of the executive committee, was absent when the photo was made.



## Business optimism prevails as Southern wholesalers give special attention to a number of operational problems.

with the Presidents' Reception, a widely attended affair held on the Biltmore Hotel's Cabana Terrace. The usual contact session followed on Monday morning.

However, tradition was broken Monday evening, with a gala water show replacing the usual Monday night joint session.

Wholesalers met in their first session on Tuesday morning. Following the address of President French, they heard a talk by John Stiles, president of Morley-Murphy Co., Green Bay, Wisc., who is serving currently as president of the National Wholesale Hardware Association. Speaking also in this session was George D. Wilkinson, a management consultant who discussed management procedures.

In a joint session on Wednesday morning, April 15, delegates heard addresses by Felix Morley, a nationally known analyst of international affairs, and Edmund Orgill, mayor of Memphis.

The annual meeting of the Southern Association was held Thursday morning, this session featuring discussions on delivery costs, planning a balanced fishing tackle inventory and methods of solving warehouse problems.

### Officers Elected

At the close of this session, SWHA members accepted unanimously the recommendations of the nominating committee and re-elected as president, W. W. French, Jr., Moore-Handley Hardware Co., Birmingham. Also re-elected as first vice-president was R. C. Neely, Jr., Amarillo Hardware Co., Amarillo, Texas, and J. C. Erwin, Allison-Erwin Co., Charlotte, N. C., as second vice-president.

Elected to the executive committee were Joe F. Wood, Corpus Christi Hardware Co., Corpus Christi, Texas, and J. W. Pitts, Brown-Roberts Hardware & Supply Co., Alexandria, La. They succeed R. J. Ogilvie, Jr., Ogilvie Hardware Co., Shreveport, La., and R. A. Slack, Huey & Philp



**The Presidents' Reception**

Co., Dallas, Texas who had served the three successive one-year terms permitted by the by-laws.

Other members of the executive committee are Hugh M. Davis, C. M. McClung & Co., Knoxville, Tenn.; Frank M. Cooper III, Knight & Wall Co., Tampa, Fla.; and Joseph Orgill, Jr., Orgill Bros. & Co., Memphis, Tenn.

Ralph E. Kirby, editor of *SOUTHERN HARDWARE*, was re-appointed managing director of the Southern Association.

### Stiles' Address

In his talk on "The Silent Partner" John Stiles emphasized that the wholesaler is a silent partner in the retailer's business only because he has no direct voice in that business. Nevertheless, the prosperity of the retail customer is vital to the wholesaler and each level of the trade needs the help of the other. In describing some of the ways in which the wholesaler can contribute to this partnership, Mr. Stiles mentioned the value of consumer catalogs which many wholesalers furnish retailers for consumer use.

Too frequently, however, the re-

tailer mistrusts the wholesaler's motives and fails to go all out in making such promotions a success. Often the retailer will fail to supplement the catalog with adequate window and interior displays, or to adequately prepare his sales people. When a dealer usually goes all out, the promotion just as usually is a success.

Some houses are successful with circulars restricted to just one type of merchandise such as fishing tackle. And an increasingly large number of manufacturers have co-operative advertising funds available. But too many wholesalers and retailers fail to make use of them. Some wholesalers prepare listings of such funds and provide their salesmen with such lists as a means of helping the retail customers utilize these funds. The funds can be used to advantage particularly when they help to carry the burden of group dealer ads.

Radio in some areas is proving to be a most effective promotional medium. One successful wholesaler selected a limited number of his best dealers and arranged for a series of spot announcements on



**Felix Morley**



**Edmund Orgill**



**John Stiles**

power mowers. Through cooperative advertising the manufacturers paid 50% of the cost of the spot ads, the retailer paid 25% and the wholesaler contributed the remainder.

Television is particularly useful in Mr. Stiles' view as it lends itself to effective demonstration and has blanket coverage of a wide area for any given wholesaler.

Where a sizable number of dealers can be included in a television campaign they are given an advertising voice as strong or stronger than any chain store, national operator or so-called mass-merchandisers.

**Felix Morley**

Until the first Sputnik soared aloft, Mr. Morley said, this country had consistently underrated communism. However, communism has proven to be a workable system. Living conditions have improved and living standards have gone up both in Russia and in Communist China. Communism has proved that it can harness scientific talent and accomplish significant things.

The Communists would like to see the United States destroy itself economically, and with this as a kind of policy, will never call off the cold war.

This nation has made serious mistakes, particularly following the last war, when a policy of unconditional surrender tore down Germany as a nation and the natural barrier it presented to communism. In this policy we demonstrated a terrible lack of vision.

Our own system achieved such early success because the early Americans needed such a minimum of government. There was a rigid

self discipline which through the years has dissipated to some extent. What today remains of the old competitive spirit is directed mostly in the direction of acquiring material goods.

We must evaluate freedom in our own mind and determine the kind of freedom we want. Then we must be willing as a nation to sacrifice for it.

**Edmund Orgill**

In his talk Mr. Orgill gave a description of the circumstances which led him into public life. It

was in brief a conviction that men of firm conviction should put such ideas into action. A businessman has much of the experience that is needed in many functions of government, and if government at all levels is to be clean and efficient, there must be a willingness on the part of such men to make this experience available—even if some personal sacrifice is involved. He urged business leaders to participate in governmental activities, to serve on the local committees, to help in guiding the affairs of their communities.

## The Address of President French

FOR MANY YEARS I know there has been thinking by some people that the days of distributors were numbered and new ways of distribution would take over.

Also, some have thought that the days of all small business were numbered, that all manufacturers would be giants and all distribution handled by factory branches or national chains.

I now sense a very definite swing in thinking toward our industry being, after all, the best way of distribution in this area, and also an opinion from many sides that small business is necessary to the well being of this country. All this means better

business for distributors in the South.

The major appliance manufacturers have studied methods of distribution more than anyone our industry deals with. Up until the poor business of last year they seemed to be fairly well satisfied that they had all the answers. Those believing in factory branches had set up distribution in the South in the same pattern as in the densely populated areas. A year's slow business showed how much money this system could lose in the South.

In a town I know very well two of the best known appliance manufacturers have just closed

factory branches, one at a reputed loss of a quarter million dollars in the last three years.

The following statement was made by Mr. Ira Brichta, regional director of Sales Communication, Inc., which is part of the McCann Erickson Co.: "While the appliance industry is well up on manufacturing, knowledge about channels of distribution is lacking in spite of the money and effort put on the subject and their forecasts have been wrong nine times out of ten."

#### Discount Houses

Another example of a way of distribution that has not lived up to all expectations is the discount house that was going to revolutionize distribution all over the United States. One of the largest paid no dividend in '58 or so far in '59. Other discounters have failed. On the other side some discount houses are doing well so perhaps this all boils down to an old established fact and that is success depends more on individual excellence in management than on new systems.

There is another long range problem on discount house operation in general which manufacturers must decide for themselves. For many years manufacturers who have been proud of their brand names have constantly urged distributors and dealers to help them add to this prestige by good service, full stocks, repair parts and upgrading advertising.

In the last few years some manufacturers have seemingly been overjoyed with discount house vol-

ume and with what I would term destructive advertising. If this is the right policy for the manufacturers now, then they have been wrong the past 50 to 100 years and the men who built these companies to their present status were also wrong.

An extremely dense population is one of the necessities for a successful discount operation, also it is necessary for successful direct selling which has been tried by some of our manufacturing friends.

For example, in the New York metropolitan area where discount houses generally have been most successful there are about 15,000,000 people, almost as many as there are in the states of Alabama, Mississippi, Florida, Georgia, South Carolina and Tennessee combined, an area of practically 300,000 square miles. Both the Chicago and Los Angeles metropolitan districts have more total income than any four South-eastern states.

Certainly discount houses are going to have a place in the distribution pattern as well as factory branches and factory warehouses, but there was a time when many people thought they would have the whole pie. Actually, there was little reason to think they could ever operate in the South because of the population problems I mentioned.

My point in all this is that our part of the country is different from other sections, and distributors are the most efficient way for manufacturers to reach their markets in this area. Also, frequently it is best to stay with a way of

doing things which though old has weathered many storms and still has made a profit over a period of time.

Even the most efficient distributors, though, find it difficult to operate on today's margins, particularly in the South where territories are large and traveling expenses very high.

I mentioned before that I felt there was an additional advantage to our industry in the fact that there was a swing toward thinking that small business was good.

I do not want to get into politics. But it looks to me as though political thinking is swinging more and more to the thought that the small business man should be given certain advantages.

#### Small Business Help

A very farfetched comparison is the talk that keeps coming up to the effect that General Motors and other giants should be split up into less powerful units. Closer to the point is effort that is being made to get small business a larger share of defense orders from the government.

Still closer home is the small business investment act passed last year — still so complicated that no one seems to know how to use it but still evidence that the small business man is considered important.

In addition small corporations can now be taxed as partnerships. Loss on sale of their stock is not a capital loss and \$100,000 can be accumulated without fear of Sec-

## The Old Guard Lives It Up



tion 102.

Other small business measures have been introduced in Congress, one of which would cut the tax rate on profits under \$100,000 by having a graduated corporate income tax. Another would strengthen the law against selling at low prices to destroy competition. Another prohibits the practice of loss leader selling.

Conditions and thinking are more favorable to us than a few years ago. The retail hardware dealer is certainly far stronger as a whole than any other class of retailer. I think a man, a company, and an industry as a whole should have a cause to work for as well as a profit.

# Modern Management Practices

By George D. Wilkinson

AFTER SOME four years of work with wholesalers, I can assure you that the sound basic principles of management still apply.



## C. A. Goldstrohm Named President of the Old Guard

IN THEIR annual meeting on Tuesday morning, members of the Old Guard elected as their president for the ensuing year C. A. Goldstrohm, Houston, Texas. He succeeds Harry A. Hoffner. Luster Farmer, Nashville, Tenn., was named first vice-president, while Frank Horton, Atlanta, Ga., will serve as second vice-president.

Jack Sutter, Atlanta, Ga.,

was elected chairman of the executive committee which is composed of the following: Ed Hoge, Chattanooga, Tenn.; Dietz Lutz, Kansas City, Mo.; C. A. Pitts, Jacksonville, Fla.; R. N. Hicks, Jacksonville; and E. L. Hornibrook, Atlanta, Ga.

C. A. Pitts fills the post of secretary-treasurer and R. N. Hicks is the assistant secretary-treasurer.



Old Guard officers pose for their annual picture. Left to right, front row: Harry Hoffner, immediate past president; Frank Horton, second vice-president; C. A. Goldstrohm, president; Luster Farmer, first vice-president. Back row: R. N. Hicks, assistant secretary-treasurer; E. L. Hornibrook, executive committee; C. A. Pitts, secretary-treasurer; Ed Hoge and Dietz Lutz, executive committee.

We have been through a real depression and some firms have been hurt. However, one group of wholesalers have emerged from the depression all the stronger. They have trimmed costs and have lowered the break-even point, with the result that they are able to make a profit.

The problems which hardware wholesalers face are not peculiar to this field. The pattern of management in other types of distribution is much the same and therefore problems are similar. In most small businesses it is easier to work than to think.

Distributors are being forced to evaluate their position. Wholesalers are still the most important factor in connecting the manufacturer to the retailer. But neither the consumer nor the manufacturer is going to subsidize the distributor. The distributor must be competitive. Distributors have the common objective of keeping the retailer in business. There must be the objective also of more efficiency.

Efficiency requires organization, which will, in turn, make it possible for an executive to have time to think. Two important principles are involved: top executives must learn to delegate authority and responsibility. And it is just as im-



portant for junior executives to do this. Each person must know what his job is.

In this respect every job has four aspects: routine work, regular work, special work, and creative work.

An executive's major effort should be in the solution of problems. He must have time to do creative thinking. Every company should have an organization chart, and every individual should be performing the highest task for which he is available.

Inventory control is of major importance since 85% of net working capital is tied up in inventory. When you are out of stock you chase customers away. So there should be some form of per-

petual inventory control.

With perpetual inventory control great experience on the part of buyers is not needed. A good system of inventory control becomes the automatic brain system of your company.

A basic need for the industry is better budgeting. This would include sales forecasting, sales budgets and expense budgets. In the area of mechanization, management should continue to search for ways to further mechanize operations in both office and warehouse.

In the selection of personnel, the testing of prospective employees is now an art, but it is an aspect of operations that management should approach wisely.

of our merchandise with a few exceptions such as nails, barbed wire, field fence, galvanized and asphalt roofing, and floor covering which are sold F. O. B. Ft. Smith only.

This system has the advantage of not tying up our capital in prepaid freight, and provides also an inducement for our customers to pay us more promptly. To substantiate this belief, our calendar days sales in accounts receivable as of Dec. 31, 1958 was 35 days. The average for the industry according to the figures of the National Wholesale Hardware Association was 46.7 days.

Speer Hardware is a small concern—by this I mean that we did less than two million dollars volume in 1958.

Here are the facts and figures of five other [SWHA member] firms who use common carriers for delivery.

Firm No. 1—Sales over five million dollars in 1958. Maximum distance to furthest point 250 miles. Average distance served—100 miles. Cost of delivery in 1958—1%. Method of handling: ships freight collect and allows deduction on orders of 100 lbs., or on all orders of \$100 or more with the exception of floor coverings. This firm ships all orders the day received, and delivery is made to approximately 85% of accounts the next day.

Firm No. 2—Sales over four million dollars in 1958. Maximum distance served—325 miles. Average distance—approximately 100 miles. Cost of delivery in 1956—1.22%; 1957, 1.31%; 1958, 1.27%. This firm ships about 90% of its goods freight collect, the balance prepaid, and allows deduction of freight on all items except floor covering and plant food.

Firm No. 3—Sales volume in 1958 in excess of 10 million dollars. Serves dealers within a radius of approximately 275 miles from warehouse. Cost of delivery, 1957-58, 1.55%; 8 months of 1958-59, 1.63%. This firm prepays all shipments of freight allowed items. Mixed shipments which include some F. O. B. warehouse goods are shipped freight collect and the amount of freight applicable to delivered items is deducted from the bottom of the invoice.

Firm No. 4—Sales volume under two million dollars. Territory served from three warehouses ranges from 150 to 300 miles. Cost of delivery .50% in 1958. This firm ships freight collect and al-

# The Advantages of Using Common Carriers

By Ralph Speer, Jr.

Speer Hardware Co.  
Ft. Smith, Ark.

AT THE PRESENT time we have four railroads and 18 truck lines who maintain offices in Fort Smith. All the railroads and 13 of the truck lines make deliveries to points that we serve.

An analysis of our shipments reveals that almost all of our orders are shipped the day received and are delivered in our customers' stores as follows: 75% the next day, 12% the second day, 6% the third day while 7% require more than three days. This delivery time, of course, means working days. Saturdays and Sundays are not included. The furthest point we serve is approximately 200 miles from Ft. Smith, and the average distance that we ship our goods is about 90 miles. We make shipments five days a week and feel that we are giving our customers quicker and better service than we could by operating our own delivery equipment.

Now as to the cost of this service, in 1956 our cost for outbound freight, expressed as a percentage of sales, was 1.25%; in 1957,

1.33%, and in 1958, 1.45%. These figures represent our entire cost for both city and country shipment.

Our method of handling freight allowances is to ship goods freight collect and permit the customer to deduct the freight when remitting for the merchandise. Our minimum shipment for freight allowance is 150 lbs. This covers all



lows deduction on allowable items if paid freight bill is sent in with remittance within 60 days from date of invoice. Exceptions are heavy hardware, plumbing, furniture and major appliances.

Firm No. 5—Sales volume over 11 million dollars. Territory is within a radius of about 300 miles from warehouse, 1958 cost of delivery, 1%. This firm prepays most shipments.

It is not possible to arrive at precise averages since I did not get identical information from each firm. But averaging the information obtained we come up with a composite picture like this:

Average volume 1958—5.66 million

Average maximum distance served—275 miles

Average mean distance served—135 miles

Average cost—

2 firms in 1956—1.23%

3 firms in 1957—1.37%

5 firms in 1958—1.14%

Some of the reasons [for use of common carrier] advanced by executives of the firms who provided me with the foregoing data are as follows:

N. F. Van Hoogenhuyze—"We find that dealers will give us quite a bit of business due to the fact that we do not have to wait until we have a full truck to move the merchandise."

Jack Jayro—"We use common carrier truck lines as we feel that the large number of these carriers serving us enable us to render a much better service to our dealers than we could with our own trucks."

Jack Husbands—"We feel that it is the best possible service to the customers. Capital required for a fleet of trucks is not available for anything else. Expenses connected with trucks and their operation are pretty well fixed and do not fluctuate when sales do. Claims for damage to merchandise are the carriers', not ours, as would be the case if we operated trucks."

Gene Smith—"Because of the fact that allowing transportation charges has become a very important element in the cost of doing business, we've made surveys on numerous occasions in an effort to keep up with what others are doing, and what it's costing them. I have yet to see the freight delivery cost of one who operates their own equipment compare, cost wise, with the use of common carriers."

To the above I will add only another thought or two of my own on the subject.

Many times my salesmen have asked me when we were going to put on trucks so I have been prodded not only by them but by my neighboring competitors as well to give some consideration to the matter. I have a good friend at home who operates a successful and profitable common carrier truck line. I have discussed the question many times with him, the last time a few weeks before I came down here. This truck line is unionized as are practically all of those operating in Fort Smith, the union is the Teamsters Union of Mr. Jimmy Hoffa.

The union for all practical purposes dictates the wages and conditions of unemployment of the lines. My friend is paying now a rate of \$2.58 per hour for city

drivers and warehouse workers plus \$5.25 per week for health, welfare and pensions. Over the road drivers make slightly more than 9¢ per mile plus the same fringe benefits and employees with 15 years service get 4 weeks paid vacation a year.

It gives me a chill to think what such wage rates would do to our operating costs especially since there is no regulatory body to go to for higher "rates" on our goods if and when such costs ate up all of our profit.

When I consider further that if we should decide to go into the trucking business and run the risk of having the Teamsters Union come into our little organization and tell us how much to pay our men we would still face the proposition of having those trucks run empty almost half the time. I just can't see how it would benefit us.

## The Advantages of Using Company-Operated Trucks

By Glenn Torbett

Summers Hardware and Supply Co.  
Morristown, Tenn.

IT IS OUR belief that the advantages of delivery by company-owned trucks should be considered in the light of the following set of circumstances:

1. Necessity
2. Cost
3. Service

The remarks that we make are coordinated with information furnished by six Southern Wholesale Hardware Association members, including our own company.

All members who have delivery by company-owned trucks do not agree that it is entirely advantageous to them to deliver by their own trucks.

**Necessity:** In the wholesale hardware business we are forced to take extra measures to service customers in isolated spots that are not serviced by the common carrier. The necessity of delivery by company-owned trucks becomes true in regard to the lo-



cation of the dealer to the distributor.

In this business, too, there is the practice of doing things because they always have been done that way. This holds true when, for a good many years, you have the

## Golf Tournament Winners

### THE EVENT

### WINNER

Hole-in-One.....4th Hole.....	Dan Johnson, Harriman Mfg. Co.
Low Gross .....	C. Sattlive, Pittsburgh Screw
2nd Low Gross .....	R. Ladd, Remington Arms Co.
3rd Low Gross .....	G. C. Jones, Farm & Ranch Magazine
1st Low Net .....	W. G. Jones, RB&W Co.
2nd Low Net .....	S. K. Kitepowell, Chattanooga Royal Co.
3rd Low Net .....	F. M. Metcalfe, Minnesota Mining & Mfg.
4th Low Net .....	R. Amspacker, Hanover Wire
5th Low Net .....	F. Marshall, Utica Drop Forge
Nearest Pin, 17th Hole .....	Howie Vaughan, Vaughan & Bushnell
Highest Score .....	R. Miller, Arvey Corp.
Most 7's .....	J. M. Dunn, Moline Iron Works
Low Putts .....	George Stanley, Fayette R. Plumb, Inc.

dealer depending on this service on a regularly scheduled basis.

One member reports they are located in a town that is the end of the railroad line, there is no through motor traffic, and they do not have a local trucking firm that is capable of handling their delivery tonnage.

Another advantage we list under necessity, and this is applicable to our company, is that we have inadequate shipping department space. The proper scheduling of merchandise to be shipped by our own trucks enables us to use space to the best advantage. We are not always assured of daily pickups by the regular motor carriers.

**Cost:** Of interest to all is the cost of delivering merchandise to the dealer, where we must defray a major portion of that cost. Motor carrier rates are based on railroad mileage as a formula. Thus the rate basis to a delivery point may be higher than the actual mileage traveled. We can save almost 50% freight charges when delivered by our truck to these points.

Our charges for freight service are based mostly on one flat rate, which is as near as we can get to average rate for all classes.

**Service:** We feel that service is by far the most important advantage of company-owned truck delivery. Here the wholesale hardware distributor renders his best to the dealer. Each member that reported on delivery has well-scheduled fast, dependable service.

A member firm from the Southwest who handles large quantities of wire products and who advises, in addition to saving almost half

on the cost of delivery, finds that "we can give faster service by our own trucks, especially in regard to larger orders.

"Another factor is scheduling. We have many accounts who are not regular territories, and they know what days our trucks will be in the territory. We feel sure that we get a certain amount of business because of the fact that they know they can depend on deliveries on certain days; whereas, if we ship the merchandise by common carrier, we cannot be sure of the day it will be delivered."

From the same general area, we have reports from two other distributors, which are as follows:

"We are running approximately 75,000 to 100,000 pounds per day and have no adequate local trucking firm that could handle this volume from this particular location. We are operating a fleet of 7 trailer trucks, ranging in capacity from 22 to 33,000 pounds, and we also operate 4 straight trucks, ranging in capacity up to 20,000 pounds. The delivery expense from this gross tonnage delivered, as compared with our overall expense of delivery, which includes depreciation of trucks, maintenance of trucks, gasoline, oil, driver's time, and helper's time (helpers used on trailers) runs approximately 70 cents per 100 pounds. Percentage-wise, this is a fraction over 3% of sales to deliver.

"These trucks operate as far as 300 miles out, all runs are continuous, drivers bringing each trailer in without laying over for the night.

"Trailer delivery is set up on schedule, and we make it every week at exactly the same time, the salesmen being coordinated with trailer delivery.

"At the distance mentioned above, we could possibly ship by commercial truck at about the same rate; however, our delivery is far quicker than commercial lines, and we find that our drivers are very fine salesmen for good will for our company."

In my company wide distribution is made to dealers on regular schedule and those dealers know exactly what day their merchandise will be delivered. Therefore, if a dealer needs any other merchandise, regardless of the weight, he can call us by 3 o'clock of the afternoon we are loading the truck and this merchandise will be included in our truck for delivery to this dealer the following day.

Truck schedules are made two to three weeks or often longer in advance, salesmen being furnished with copies. They then arrange their route schedule to coordinate with the truck schedule.

In many cases, the merchandise is received by the dealer in better condition, since the merchandise is loaded from the distributor's warehouse into the truck, into the dealer's place of business. In the case of the common carrier, merchandise is picked up from the wholesaler's warehouse in a pick-up or local truck and is taken to the common carrier warehouse and is unloaded and reloaded onto their "over the road" trucks, and upon reaching the town is unloaded at the truck line warehouse and redistributed by the local truck. In this way, there are a great many more chances for the merchandise to be damaged than in shipment by company-owned trucks.

We feel sure that the use of our trucks enables us to hold business that we would otherwise lose, due to the inability of common carrier to deliver within a reasonable time, where perhaps as much as two weeks might elapse before delivery is made.

It reduces the chance of loss due to packaging and extra handling during interchange.

It eliminates stray claims due to loss in transit.

It eliminates the heavy cost of packing merchandise where delivered by trucks and the merchandise does not have to be packed as carefully in our trucks as by common carrier.

It improves service to customers on emergency and rush orders.

Some of the average costs of delivery by company-owned trucks are as follows: On 57 trips made to various territories, totaling 7515 miles, delivering a total of 514,000 pounds of merchandise, the cost, based on flat rate, was \$3296,

which was an average cost of 64 cents per 100 pounds, at a cost per trip of \$57.83.

The average truck repair on an International heavy duty straight truck, during an average month, is \$101.76. This includes all repair, oil, and lubrication, and this sum is exclusive of gasoline.



## Planning a Balanced Fishing Tackle Inventory

By C. S. Roberts, Jr.  
Roberts, Sanford & Taylor Co.  
Sherman, Tex.

CAN A HARDWARE jobber make money in the fishing tackle business? The many pros and cons make this a good subject for discussion. I am sure nearly all of you have heard some hardware

jobbers say that they were losing money in their tackle department while others find tackle one of their most profitable items. I am going to try to name what I feel are the requirements for a profit-

able fishing tackle department.

First, management of the firm must like to fish and must realize the potential for large volume sales in the fishing tackle field in their territory. Next to top management, it goes without saying that the fishing tackle buyer must do all types of fishing. In addition he must have a sort of intuition as to what will sell and what will not sell in his particular territory.

The third prerequisite is that adequate time be given at sales

BASIC STOCK GUIDE FOR FISHING REELS

Product Classification	Average Retail Price Ranges						Total
Bait Casting Reels	\$1.95	\$3.95	\$5.95	\$8.95	\$12.95	\$15 & up	
Basic	x	x	x	x			4
Basic-Optional		x	x		x	x	4
Closed Face Spinning Reels	\$9.95	\$12.95	\$14.95	\$16.95 & up			
Basic	x	x	x				3
Basic-Optional	x	x		x			3
Open Face Spinning Reels	\$10.95	\$14.95	\$17.95	\$19.95 & up			
Basic	x	x	x				3
Basic-Optional	x			x			2
Single Action Fly Reels	\$2.95	\$4.95	\$7.95 & up				
Basic	x	x					2
Basic-Optional			x				1
Automatic Fly Reels	\$9.95	\$12.95	\$14.95 & up				
Basic		x					1
Basic-Optional	x		x				2
All Purpose Level Wind Reels	\$9.95	\$12.95	\$14.95 & up				
Basic		x	x				2
Basic-Optional	x		x				2
General Purpose Boat & Bay Reels		\$4.95	\$7.95	\$9.95 & up			
Basic		x	x				2
Basic-Optional		x		x			2
Boat Trolling Reels	\$9.95	\$12.95	\$14.95 & up				
Basic	x	x					2
Basic-Optional			x				1
Surf and Live Bait Reels	\$9.95	\$12.95	\$17.95	\$20.00 & up			
Basic	x	x					2
Basic-Optional			x	x			2

\*The "basic" and "basic-optional" guide stocks take into consideration only price ranges and in most situations would be expanded when considering other factors such as brand preferences, rod lengths, etc.



# BASIC STOCK GUIDE FOR FISHING RODS

Product Classification	Average Retail Price Ranges				Total
Bait Casting Rods—Solid	\$2.95	\$4.95	\$6.95	\$9.95 & up	
Basic	x	x	x		3
Basic-Optional			x	x	2
Bait Casting Rods—Hollow	\$7.95	\$9.95	\$12.95 & up		
Basic	x	x			2
Basic-Optional			x		1
Spin-Cast Rods—Solid	\$3.95	\$5.95	\$7.95	\$9.95 & up	
Basic	x	x	x		3
Basic-Optional			x	x	2
Spin-Cast Rods—Hollow	\$7.95	\$9.95	\$12.95	\$14.95 & up	
Basic	x	x	x		3
Basic-Optional			x	x	2
Regular Spinning Rods—Solid	\$5.95	\$7.95			
Basic	x				1
Basic-Optional		x			1
Regular Spinning Rods—Hollow	\$7.95	\$9.95	\$12.95	\$14.95 & up	
Basic	x	x	x		3
Basic-Optional			x	x	2
Salt Water Spinning Rods	\$9.95	\$12.95	\$17.95	\$22.95 & up	
Basic	x	x	x		3
Basic-Optional		x		x	2
Fly Casting Rods—Hollow	\$7.95	\$9.95	\$12.95	\$17.95 & up	
Basic	x	x	x		3
Basic-Optional			x	x	2
Bay and Pier Rods	\$5.95	\$7.95	\$9.95	\$12.95 & up	
Basic	x	x	x		3
Basic-Optional			x	x	2
Popping Rods	\$7.95	\$11.95	\$12.95 & up		
Basic		x			1
Basic-Optional	x	x	x		3
Boat Rods	\$9.95	\$11.95	\$14.95 & up		
Basic	x	x			2
Basic-Optional		x	x		2
Live Bait and Steelhead Rods		\$15.95 & up			
Basic					0
Basic-Optional		x			1
Surf Casting Rods		\$17.50 & up			
Basic					0
Basic-Optional		x			1

meetings to the subject of fishing tackle. In addition to this you must sell yourself as a complete source of supply for fishing tackle in the minds of the dealers in your territory. This is not an easy thing to do and requires years to do well. It requires carrying samples frequently of fishing tackle items; it involves printing a catalog and mailing it to all of your dealers; and it involves consumer advertising if you have a private brand of your own.

You must realize that the tackle business is different from the hardware business. In the fishing tackle business you have to know a "hot" item from a "cold" one, buy it before your competition gets it, sell the "whey" out of it, and then quit when it dies.

If your firm has passed the above tests, you are definitely in

the fishing tackle business and should then go on to consideration of details which can improve your profit picture. I refer to such things as turnover and basic stock lists.

The turnover handbook (of the National Retail Hardware Association) goes into great detail in many categories of the hardware field, but it seems to me rather inadequate when it comes to fishing tackle. For example, it devotes nearly three pages to vacuum bottles and only 10 to all tackle. If a dealer is going to be in the tackle business, his stock sheet ratio should be about one page of vacuum bottles to 25 pages of tackle.

In an effort to improve on this basic stocklist for better retail turnover one major manufacturer of rods and reels has done a tre-

mendous amount of research in regard to these two fishing tackle categories and has come up with some very interesting figures for both retailer and jobber.

We have given (in the accompanying boxes) a basic stock guide for fishing reels for the retailer compiled by this manufacturer. The second is the same for fishing rods. The third is a recommended distributor basic stock of both rods and reels and then under that is a breakdown of the number of rods and reels which my own company stocks.

This will give you an opportunity to do some checking to see whether or not you agree with the manufacturer both as to the retail basic stocks and as to the jobber recommended stocks. In the case of our own company it resulted in our reducing the number of reels

which we stock from 69 to 54 and the number of rods from 33 to 31.

The number of reels and rods recommended for the distributor's stock is considerably more than that recommended for the retailer. This is because in one jobber's territory it is likely that certain areas will prefer one brand of reel or rod whereas in another section another brand may be much more popular, and it may be necessary for the jobber to stock several brands in order to adequately service his entire territory.

You may wonder why we purchase reels from 12 different sources of supply and carry a stock larger than that recommended by this particular manufacturer, whereas on rods we buy from only four sources of supply and stock far less than the number recommended by this manufacturer.

In the case of reels this can be explained only by the fact that there is a wide variance of brand preference by the customers in our territory. In addition, few manufacturers make all types of reels. All of the 54 models which we carry turn in our stock sufficiently to justify carrying them.

As for the rods we are able to purchase these made up to our own specification under our own brand and thus from one source of supply can obtain rods which satisfy much of the demand in our territory.

When you come to the category of baits you separate the men from the boys as far as fishing tackle buyers are concerned. There are a few well-known and well-advertised baits which will sell in some volume year after year, but by far the majority of them will be hot as a pistol one year and dead as a door nail the next.

#### More Turnover

The purpose of both (these basic stock lists) for the retailer and wholesaler is to obtain more turnover per year thus enabling the dealer or jobber to have less of his capital tied up and make more profit.

Tackle is a seasonal item, and the tackle year begins August 1st of each year and ends the following July 31st. Practically all tackle manufacturers offer spring terms

of either 2% March 10th or April 10th. After a manufacturer from whom I regularly purchase has announced his line and prices for the new year, I place an order for shipment as soon as the dating period becomes effective for enough merchandise to last me until April 10. I hope to sell this merchandise to my dealers and collect for it on April 10th, the same time I have to pay the manufacturer.

Since we are a small wholesaler and do not have an automatic or perpetual stock control system, beginning March 1st I take the stock of every tackle item we have monthly, placing orders with suppliers for approximately three months' needs. If I am lucky I will end up in the fall with a small stock of everything we carry but will have sold a whole lot of merchandise during the course of the year.

This is what I call the best type of turnover. It takes a very close watch of your stock, but it can be done very satisfactorily if all factories will make reasonably prompt shipment of your orders.

Recommended for Distributor:													
Bait Casting Reels	8 to 10	Bait Casting Rods	10 to 12										
Closed Face Spinning Reels	6 to 8	Spin-Casting Rods	12 to 15										
Open Face Spinning Reels	5 to 6	Regular Spinning Rods	6 to 8										
Single Action Fly Reels	3 to 4	Salt Water Rods	5 to 6										
Automatic Fly Reels	2 to 3	Fly Casting Rods	8 to 10										
All purpose Level-Wind Reels	4 to 5	Bay and Pier Rods	5 to 6										
General purpose Boat and Bay Reels	4 to 6	Popping Rods	2 to 4										
Boat Trolling Reels	3 to 4	Live Bait and Steelhead	1 to 2										
Surf and Live Bait Reels	3 to 4	Surf Casting Rods	1 to 2										
Total All Reels .....38 to 50													
Total All Rods .....50 to 65													
Breakdown of Roberts, Sanford & Taylor Company Stock:													
REELS:	2.95	3.50	3.95	4.95	6.50	7.50	8.50	9.95	12.95	17.50	25.00	TOTAL	
					6.75	7.95	8.95	10.50	16.95	24.95	Up		
Bait Casting	2	2	2	2	4	3	1	1	6		2	25	
Closed Face Spinning								1	5	6		12	
Open Face Spinning										1	1	2	
Single-Action Fly	2											2	
Automatic Fly							2	2	2			6	
Level Wind—Trolling								1	6			7	
(12 Sources of Supply)												TOTAL ALL REELS ..... 54	
RODS:	2.95	3.95	4.95	5.50	6.95	7.95	9.95	11.95	12.95	14.95	15.95	Up	TOTAL
				5.95							19.95		
Bait Casting—Solid	1		1									1	3
Bait Casting—Tubular	None												
Spin-Casting—Solid	1			1	2	1	1						6
Spin-Casting—Tubular						1	2	1	1	1	1		7
Spinning—Solid			1										1
Spinning—Tubular						1		1		2			4
Fly—Tubular						2	2			2	1		7
Boat		1		1			1						3
(4 Sources of Supply)												TOTAL ALL RODS ..... 31	

# Basic Procedures in Solving Warehouse Problems

By Charles W. Harris

WAREHOUSE problems are ones of costs or service. Costs problems usually are caused by one or more of the following: space and physical facilities, organization and personnel deficiencies, layout deficiencies, equipment and fixture deficiencies, methods deficiencies, and control deficiencies.

Service problems fall into such categories as promptness of handling orders, quality of service, and lack of completeness in shipments.

In controlling costs you control only one thing—waste. This may be waste of manhours or labor, waste of materials, waste of energy by inefficient methods, antiquated equipment and old layouts.

So let's take the first of the five most important factors that may affect costs, that of space. First, break down your space allotment by functions and merchandise departments, showing both square feet and cubic feet assigned to each. Measure all aisles and merchandise holding areas separately, as well as stairways, washrooms, offices, etc. Include a visual appraisal of the percentage of square feet and cubic feet not used. Add a column for major seasonal variations.

Summarize your facts and appraisals for each classification and make a comparison with other wholesalers in the same general volume class. Some statistics on sales and inventory per square foot and cubic foot by departments would provide further basic data on whether or not you really are tight.

Where you find only 40 or 50% of your cubic space being used, or holding and aisle areas exceed about 60% there is an opportunity for improvement. Orderliness should be considered. The most congested operations are usually the most disorderly. Constant supervision of this will do as much as anything I know to tone up all phases of your operation, including expense and service.

The main thing I have noticed in the less efficient warehouse op-

erations is the failure to assign responsibility and pay them accordingly, to what I call working supervisors. In the job of warehouse manager or superintendent the old foreman-type of man is no longer adequate. In the larger type of operations especially, you need a man with an engineering type of mind and preferably education, who can analyze, understand, and think for himself.

Don't overlook the fact that women can do such jobs as packing and light stock work.

In training employees the teacher or supervisor should be given some training himself in how to teach others. Simple manuals and instructions sheets should be available to employees.

The basic procedure for analyzing your layout is to try and forget what you have, take your inventory of space occupancy, and starting with your receiving dock or docks, put each department or function where it seems to fit most logically. Plan aisles and your most active departments so as to avoid as much handling, as many steps as possible, between the receiving and shipping, or the beginning and end of stock movement.

Decide on your basic method of handling or moving merchandise then plan your layout around such movement. Separate your non-order and stock handling functions

and defer consideration of them until you have completed your major job of getting goods in and out in the most direct manner.

Lack of modern equipment and fixtures usually is more wasteful of both space and manhours than any other item, except supervision. There is too much of an inclination to side-step consideration of modern equipment because of its initial cost, evading the potential savings in manhours, space, and in service improvement.

Trucks and conveyors are two of the most important items of equipment to consider. It is wise to seek the advice of manufacturers of both types of equipment for proof of the value of the various types in saving time and labor.

As a final approach to your equipment analysis, require an inventory of everything you have showing age, present condition, and opinion as to suitability for its job. As for fixtures, they should be kept adjustable and moveable. If you don't, your warehouse personnel will gradually be decentralizing stocks by department, to use suitable fixtures instead of moving fixtures to keep line-ups compact and centralized. Generally, I would depend on the individual stockman and warehouse superintendent on fixture rods, and not on salesmen—especially of metal fixtures for open stock.

Many methods problems are due to lack of coordination between the various departments and operations. Check this coordination, and if a problem exists, assign the two or three persons most concerned to come up with a proposed solution in writing to your management group. Some specific methods problems for which the most efficient operations have worked out solutions are: stock locator systems, a receiving method, stock counting methods, bin marking methods, and methods of handling back orders.

The first step in any approach to a better control of your warehouse costs is again to break down the operation into functions and start keeping figures by manhours and units handled—not dollars—on each function. You can develop individual production standards for employees in measurable functions, and as shelf-stock order filling and packing that will weed out the incompetents and again permit a better planning job for peak periods.

Good service is the end result  
(Continued on page 64)



# Let's Talk About Pumps

*and what the Olympian  
Profit Program means to you . . .*



**T**HIS PROGRAM has one purpose . . . *to increase your pump sales.* It is entirely localized for your use in your own town. It is the *first complete* dealer promotion program in the pump industry. The OLYMPIAN Profit Program will arm you with every sales weapon you need to meet competition . . . to be the top pump man in your community.

As a dealer, *you call the shots* on this new program. You aren't loaded with a lot of useless material. You have a large selection of promotional aids, every one hard-hitting and easy to use. You select the ones that are best for your business . . . that do the best job with your customers.

Here's what's available to you, as a pump dealer, in the Myers OLYMPIAN Profit Program. Compare this with any other so-called complete promotion program. Remember, each of these items is *available to you FREE* as a Myers dealer.

Metal tacker signs, truck and window decals identify you as an "Authorized

Myers Pump Dealer" and build your reputation as headquarters for dependable products, dependable service. Newspaper mats, radio scripts and telephone directory cuts are packed with hard-hitting sales facts that pull customers to your door. To dress up your pump display area, you get full color wall posters and window streamers. And, with every OLYMPIAN pump you buy, an attractive floor or counter display that sets up in seconds. You can sell customers by mail with full color handout folders and post cards prepared for your own imprint. As a real clincher, this free promotional program is backed up by a year 'round





cooperative advertising program in which *Myers pays a share of your local advertising cost*, if you participate. Myers further backs your own promotional efforts with a sensible national and regional advertising program. Myers' advertising goes after pump prospects, not coupon clippers. We pass these prospects on to you immediately for a fast closing sale. Myers' advertising sells customers on the idea that doing business with an *Authorized Myers pump dealer* is mighty good business.

To further back you, Myers offers you and your personnel *free, complete and practical pump training*, covering every profit-making phase of the pump business, from promotion to sales and service. Upon completion of training you receive a three-dimensional plaque, personally inscribed with your name. You become a member of a growing list of retail businessmen who are realizing increased profit opportunities by joining Myers,

the sales leader in the industry.

Best of all, in addition to this new, complete promotional package, Myers gives you a new line of OLYMPIAN jet pumps, *competitively priced, easy to sell and easy to install*. Compare Myers OLYMPIAN jet pump performance, quality and price with any other jet pump on the market today.

If you want to be first in pump sales in your community, we invite you to join the team that's first in the pump industry. Go with Myers for increased pump sales . . . better pump profits.

Write today for full details on how you can get:

**MORE PUMP, MORE PROMOTION,  
MORE PROFIT** with

**OLYMPIAN**

Your pump line for '59.

**The F. E. Myers & Bro. Co.**

2705 ORANGE ST.

ASHLAND, OHIO

# CATALOGS & BULLETINS

**Available free to readers. Write in the numbers  
of items wanted on the return post card, page 57**

**100 Moisture Absorbent.** A technical bulletin, Form H-I-D, descriptive of Hum-I-Dri moisture absorbent advises that Hum-I-Dri is suitable for many industrial uses, particularly in storage rooms and tool rooms. Recommended for applications in industries where steam and moisture are continuously present. It also permits employment of basement space that is otherwise too damp for efficient operations. Speco, Inc., 7308 Associate Ave., Cleveland 9, Ohio.

**101 Feastmaster Barbecues.** A two-color brochure describing the complete line of Feastmaster barbecues and an 8½" x 11" catalog with construction and installation details are available to dealers. Superior Fireplace Co., 601 North Point Rd., Baltimore 6, Md.

**102 Lawn and Weed Mowers.** An 8-page color catalog with descriptions and pictures of its line of 14 models of rotary lawn, weed, and riding mowers in sizes from 20" to 36" plus the care of 4-cycle gasoline engines is offered. Schissel Manufacturing Co., Cherokee, Iowa.

**103 Woodworkers' Vises.** Bulletin LL-8216 describes the company's line of woodworkers' vises. Contents include specifications and illustrations of 18 individual vises. The Columbian Vise & Manufacturing Co., Cleveland 4, Ohio.

**104 Industrial Hardware and Wire Rope Fittings.** Catalog #59 presents the Diamond Brand line of industrial hardware and wire rope fittings. The color catalog is indexed and contains specifications and illustrations of the items. Edward W. Daniel Co., 4049 St. Clair Ave., Cleveland 3, Ohio.

**105 Sportswear.** Containing 38 pages and illustrations, catalog describes the hundreds of Duxbak sportswear items for men and women. Also describes line of hunting and fishing accessories. Catalog is indexed and contains order form.

Utica Duxbak Corp., Utica 4, N. Y.

**106 Gun Equipment.** The "Products for Shooters" catalog aids in the merchandising of metallic sights, scopes, shotgun chokes, and reloading equipment. Contains quick-reference chart on metallic sights combinations; also tables showing steps followed in reloading operations. Lyman Gun Sight Corp., Middlefield, Conn.

**107 Plastic Pipe.** Descriptive sales brochures on different types of plastic pipe are available for dealer's sales people, as well as customer prospects. A four-page brochure contains data on plastic piping for a wide variety of water transmission needs. Southwestern Plastic Pipe Co., Box 117, Mineral Wells, Texas.

**108 Drapery Hardware.** Catalog No. 107 consists of 52 pages, in four colors, illustrates all the facts and gives complete product description. Stanley-Judd, Dept. P D, Wallingford, Conn.

**109 Fly Lines.** A pocket-size folder includes specification charts showing line diameters and length detail for all standard types of level and tapered fly lines. Primarily for enclosure in each of its individual fly line boxes, reasonable quantities available for in-store use. Sunset Fishing Lines, Petaluma, Calif.

**110 Striking Tools.** Catalog A-5960, 8½" x 11", punched to fit binder, pictures and describes the full line of Kelly axes and adzes, hammers and hatchets, and heavy goods. Information included on basic stock hammer program "5 Is All You Need." True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio.

**111 Store Fixtures.** Drawings and photos of gondolas, wall sections, and fixture accessories with specifications and prices appear in a colorful 17" x 22" brochure printed both sides. M and D Store Fixtures, Inc., 6 North Michigan Ave., Chicago 3, Ill.

**112 Fiber Roof Coating.** A folder entitled "The Easy and Low Cost Way to Repair and Renew Roofs" covers the uses of Gardner asphalt-asbestos roof coating. Gardner Asphalt Products, P. O. Box 5776, Tampa, Fla.

**113 Sprayers and Dusters.** Catalog No. 59, in color, presents the company's line of sprayers and dusters for the home, farm, and industry. Complete descriptions, specifications, and illustrations are carried, as well as actual photographs of the items in use. Space is devoted also to the Chapin line of accessories. R. E. Chapin Manufacturing Works, Inc., Batavia, N. Y.

**114 Masonry Anchors.** Two aluminum masonry anchors, the Diamond Hammer Drive and the Fur-N-Strip, are described in the two-page, two-color bulletin #4058, which provides six photographs and two cut-away line drawings. A detailed specification chart is included in the bulletin. Diamond Expansion Bolt Co., Inc., Garwood, N. J.

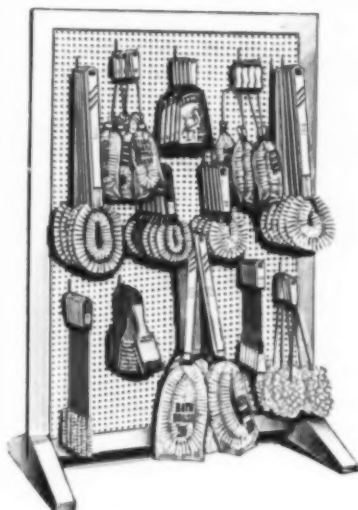
**115 Fishing Tackle.** Published in color in size 8½ x 11, the 1959 catalog illustrates and describes the complete line of Airex fishing tackle. In addition to the catalog, the company also offers 11" x 11" catalog sheets with wide margins. Airex Corp., 411 Fourth Ave., New York 16, N. Y.

**116 Fishing Equipment.** Weber's 1959 74-page color catalog No. 59 contains dozens of additional fishing tackle items. Catalog pages show the Name Lure and the Big Name Lure, a wide selection of spinning lures and poppers, and a complete series of Ball-Fly Jigs. A 14" x 24" full-color poster on Weber Nylon Spinning Line also is listed in the catalog. Free Moviegram fly casting instructions are offered to the trade. Weber Tackle Co., Stevens Point, Wis.

**117 Masonry Line.** A two-color

(Continued on page 59)

# "PROFIT-PAK" BRUSHES for PROFIT-PACKED SALES



## No. 1750 PROFIT-PAK Household Brush Merchandiser

12 Different Styles  
17½ dozen  
Modern Brushes for  
Everyday Cleaning Needs

*Pegboard display, colorful  
top sign and fixtures—Free*

*A Complete  
Selection of  
Household Brushes*

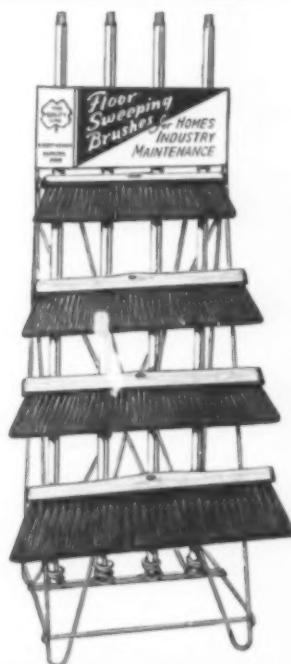
#1319 Vegetable  
#215 Pastry  
#6000 Bottle  
#216 Percolator  
#30 Bowl  
#97 Bath  
#1318 Vegetable  
Two Way Kitchen  
#7000 Bottle  
#225 Bowl  
Flamingo Whisk  
Dish Mop

*Order From Your Jobber - Now!*

## No. 24 PROFIT-PAK Floor Brush Merchandiser featuring

- 6 only 14" PITT Floor Brushes  
Black Tampico Fibre
- 6 only 16" PITT Floor Brushes  
Black Tampico Fibre
- 6 only 18" FEARLESS Floor Brushes  
Horsehair Border, Tampico Center
- 6 only 18" PAVEMENT Garage Brushes  
Stiff Palmyra Fibre

60" Handles with all brushes  
Bright metal stand and two-color top sign—Free



**WRIGHT-BERNET, INC.**

1524 Bender Ave., HAMILTON, OHIO

DON'T FORGET —

*If it's Brushes!—"Wright-Bernet"*



This El Dorado homemaker was attracted to the Cream City ware display by the sparkling spangles, the orderly, neat arrangement of the island display unit. Her purchase is another example of how more and more people are walking out of more and more stores every day with J&L ware.



## "Massed product display pays off in year-round Cream City ware sales"

*... reports Oliver Hardware owner, El Dorado, Kansas*

"We have been displaying Cream City ware prominently and in mass for over a year, featuring seasonal items," states owner John C. Oliver. "During this time our turnover has increased 27 per cent and galvanized ware is now one of our more profitable lines."

"The consistent quality of Cream City has impressed us and simplified our quick-service selling."

Your customers, too, will be impressed by the strength, brightness and permanence of Jalware and Cream City ware, both produced by Jones & Laughlin.

The consistent quality is due to J&L's stringent control program through every integrated step of production from iron ore through finished galvanized steel ware. No other brand has so many advantages to sell. It'll pay you to specify J&L ware next time you order.

Owner John C. Oliver points out the strength and brightness of Cream City ware to a customer in his modern, quick-service hardware store.



**Jones & Laughlin Steel Corporation**

Container Division—Consumer Products

Toledo, Ohio; Atlanta, Georgia; Lebanon, Indiana

*Dedicated to the advancement of home gardening...*

# Hayes

## **EXPERIMENTAL GARDENS** Arcadia, California

Research has played an important part in the development of Hayes spray guns. It took years of experimentation and testing to perfect the performance that has made Hayes the leader in the field.

The Hayes Experimental Gardens marks another long stride forward in our policy of continuing research. This proving ground for the garden industry contains a diversified array of trees, shrubs and flowers including many varieties not yet on the market. Research and test operations are constantly in progress... to extend present knowledge of soil treatment, seed propagation, plant culture... and to measure the efficiency of gardening materials and equipment of every type.

**Color films available.** Part of this program is the making of educational films. This series of instructive color films shows in detail all the necessary steps in the successful culture of roses, orchids, bulbs, shade gardens and fruit trees; lawn building, pruning, spraying and other gardening operations.

These films are available on loan free of charge to garden clubs and other organizations. Write for descriptive folder.



## **Hayes** Spray Gun Company

*World's largest manufacturer of garden hose sprayers*  
98 North San Gabriel Boulevard, Pasadena, California



# INFORMATION CENTER



BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS

**Help yourself to free literature and more details on any products or sales aids mentioned in this issue.**

Instead of writing a dozen different manufacturers for free literature and more information on new products, and sales aids, just insert in the appropriate space provided on one of these postage-free cards the key numbers of the items in which you are interested, and drop the card in the nearest mail box.

Use the cards also to get details on any advertisement—just insert the name of the company and page number in the space provided.

**Southern Hardware pays the postage!**

MAY, 1959

Send Information on these SALES AIDS and/or NEW PRODUCTS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send these CATALOGS and BULLETINS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send Information on these ADVERTISEMENTS:

Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____
My Name _____		Position _____	
My Company's Name _____			
Address (number and street) _____			
City _____	Zone _____	State _____	

MAY, 1959

Send Information on these SALES AIDS and/or NEW PRODUCTS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send these CATALOGS and BULLETINS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send Information on these ADVERTISEMENTS:

Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____
My Name _____		Position _____	
My Company's Name _____			
Address (number and street) _____			
City _____	Zone _____	State _____	

**These cards  
can help  
you get  
valuable  
information**



Postage  
Will be Paid  
by  
Addressee

No Postage  
Stamp Necessary  
If Mailed  
in the  
United States

**BUSINESS REPLY CARD**

FIRST CLASS PERMIT NO. 882, SEC. 34.9, P. L. & R., ATLANTA, GA.

**Southern Hardware**

806 PEACHTREE ST., N. E.  
ATLANTA 8, GEORGIA

Postage  
Will be Paid  
by  
Addressee

No Postage  
Stamp Necessary  
If Mailed  
in the  
United States

**BUSINESS REPLY CARD**

FIRST CLASS PERMIT NO. 882, SEC. 34.9, P. L. & R., ATLANTA, GA.

**Southern Hardware**

806 PEACHTREE ST., N. E.  
ATLANTA 8, GEORGIA



catalog that describes and illustrates a full line of masonry and hollow wall fasteners, pole line hardware and masonry drills is available. Specifications, packaging information, and dealer prices for each item are included in the 40-page, pocket-size booklet. Diamond Expansion Bolt Co., Garwood, N. J.

**118 Fishing Tackle.** South Bend presents its colorful line of fishing tackle in a 1959 catalog. A total of six SpinCast Reels are offered which include two Level-Wind Models, Nos. 89 and 78. The line has 28 models of SpinCast Rods with a wide choice of actions in both tubular and solid glass and featuring the Master-Grip Handle. The catalog includes an array of accessories. South Bend Tackle Co., Inc., 1108 S. High St., South Bend 23, Ind.

**119 Excello Mowers.** Catalog pages featuring the 1959 Excello line of power mowers are available. The pages are in color and contain detailed specifications and illustrations. Heineke & Co., Springfield, Ill.

**120 Store Fixtures.** The Challenger line of steel and wood store fixtures is illustrated in a 52-page catalog. Portions of the catalog are in full color and several pages depict these completely flexible fixtures fully merchandised in stores. When requested, M & D's professional store planning service is available in all areas, without charge. M & D Store Fixtures, Inc., Chicago 3, Ill.

**121 Garden Chemicals.** "How to Make More Profits on Garden Chemicals" is the theme of a 16-page sales brochure. It contains suggestions for increasing sales of spray materials and describes and illustrates the important features of Hayes garden hose sprayers. Hayes Spray Gun Co., 98 N. San Gabriel Blvd., Pasadena, Calif.

**122 Decorative Hardware.** Full color, 20-page No. 214 catalog illustrates full line of matched pulls, knobs, hinges, and catches by Amerock. Cabinet hardware for use in every room in the house is shown and described. Amerock Corp., Rockford, Ill.

**123 Primer and Sealer.** "Improve Every Painting Operation with X-I-M Flash Bond" is an instructive folder offered by the company. It lists surfaces on which the all-purpose primer and sealer is effective and methods of application to prevent peeling, blistering, flaking of paint. H. Forsberg Co., 5103 Lakeside Ave., Cleveland 14, Ohio.

**124 Outdoor Products.** "Outdoor fun begins with Coleman" is the title of a 24-page illustrated 1959 product catalog. The catalog describes the full line of Coleman gasoline, kerosene

## HELPFUL BOOKLETS FREE!

(Use reply card on page 57)

and LP- gas lanterns, folding camp stoves, picnic stoves, and utility heaters; portable food and beverage coolers; camp and picnic tables and stools; folding ovens and accessories. A four-page color section presents the manufacturer's line of Snowlite picnic jugs. The Coleman Co., Inc., Wichita 1, Kan.

**125 Jet Pumps.** A simplified catalog of Rapidayton jet pumps is available. It features three "key" series of completely packaged water systems. A selection chart makes it easy to recommend the proper pump for any well, 0 to 140 feet. The Tait Manufacturing Co., 500 Webster St., Dayton 1, Ohio.

**126 Hand Tool Selection Chart.** An illustrated customer-service chart is offered which shows how to select hand tools for garden and lawn care. The chart describes and pictures the 50 most popular tools, grouped by "families." It is 25 inches high, 16 inches wide, and is printed in three colors on durable poster stock. True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio.

**127 Power Mowers.** A folder picturing and describing the company's entire line of power mowers is available. Clark Manufacturing Co., 3024 Melville Rd., Decatur, Ga.

**128 Project Book.** Twenty-five do-it-yourself wood - working projects have been made up in loose-leaf manual form with a cover and are being offered to home workshop enthusiasts. Each wood-working plan is blueprinted thoroughly on a self-contained sheet. Rogers Isinglass & Glue Co., Gloucester, Mass.

**129 Galvanized Ware.** The complete line of hand-dipped galvanized ware for home, farm, industrial, and institutional use is described in a 20-page bulletin entitled "Wheeling Hand Dipped Ware." Wheeling Corrugating Co., Wheeling, W. Va.

**130 Fusible Links.** Folder F-184 illustrates and describes the complete R-W line of fusible links for fire doors, windows, and many other purposes. Richards - Wilcox Manufacturing Co., Aurora, Ill.

**131 Hardware Chain.** An illustrated folder, describing the complete line of ACCO chains for a multitude of domestic and industrial requirements. The 16-page folder, DH-176-B, contains data on construction features, applications, packaging, weights and other general information. American Chain Division, American Chain & Cable Co., Inc., York, Pa.

**132 Home and Agricultural Tools.** A 62-page catalog pictures and describes the firm's complete line of garden, lawn and farm tools. Information is included also on special offers and display stands. The "Tool-Up Time" merchandising program is outlined fully. Identified as No. S-5859, the catalog is 8 1/4" x 11", punched to fit binder. True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio.

**133 Display Ideas.** A Rubbermaid display booklet illustrates and describes a variety of display methods for all size stores. Rubbermaid, Inc., Wooster, Ohio.

**134 Chains.** A catalog page-price list features Blue Temper packaged chain and the No. B/T 1 Merchandiser. Blue Temper individual packages and the merchandiser are illustrated on the 2-color sheet. Selling features are given and suggested resale and dealer costs figures supplied. The reverse side of the oversized sheet illustrates Measure-Mark chain in all four grades. Again resale and cost figures are supplied with specifications and uses for each grade. Campbell Chain Co., York Pa.

**135 Chains and Chain Assemblies.** A 32-page illustrated catalog of all types of chains, welded and weldless chains, chain assemblies, chain specialties and wagon and truck hardware is now available. Also, dealers may secure an 8-inch high decal for inside or outside display stating, "We Sell Chain." Nixdorf-Krein Manufacturing Co., 916 Howard St., St. Louis 6, Mo.

**136 Water Appliance Promotions.** An 8-page catalog, No. 807, of advertising and sales promotion aids is offered wholesalers and retailers of water appliances. The catalog tells how and when to use these items most effectively. The Tait Manufacturing Co., 500 Webster St., Dayton 1, Ohio.

**137 Marine Line.** A full-color catalog presents the complete line of Aqua-Float marine safety products. The catalog shows newest Aqua-Float packaging, Aqua-Float merchandising aids and display materials. A special order blank is available for obtaining these aids. Style-Crafters, Inc., Greenville, S. C.

**138 Vacuum Cleaner and Floor**  
(Continued on page 60)

**Polishers.** The Redi-Vac vacuum cleaner, the improved FP-33 floor conditioner, and the new FP-33A conditioner are described in a two-sided catalog page, #JS-53. Features of the Redi-Vac are shown in a series of line drawings. Specifications are given and a six-piece accessory kit is described. Red Devil Tools, Union, N. J.

**139 Sprayers and Dusters.** This catalog covers the company's complete line of hand, continuous, compressed air knap-sack, bucket, wheelbarrow and barrel sprayers. The catalog also covers hand and crank powder insecticide dusters. D. B. Smith & Co., 428 Main St., Utica, N. Y.

**140 Power Tools.** The following catalogs describing and illustrating the company's complete line of tools are available upon request: ET 157, Portable Electric Tools; CS 157, Chain Saws; AT 1457, Air Tools; and CI 1657, Contractor and Industrial Tools. Remington Arms Co., Inc., Bridgeport 2, Conn.

**141 Tools and Machines.** More than 150 hand tools and electric machines are described in a catalog now being offered as Number 23 in the Red Devil Library. Also described are the company's lines of floor and paint conditioning machines, including the FP-33 twin brush floor polisher and the number 30 paint conditioner. Photos of merchandising aids, and illustrated hints on the use of many of the tools are included. Red Devil Tools, Box 355, Union, N. J.

**142 Steel Sandpaper.** An all-steel sandpaper, Dragon-Skin, is described and illustrated in a two-color catalog sheet now available. Photographs and line drawings explain how Dragon-Skin sands, rasps and shapes woods, plastics and soft metals. Text material further describes Dragon-Skin's ability and offers display ideas. Red Devil Tools, Box 355, Union, N. J.

**143 Housewares.** A catalog of housewares products illustrates and lists each item of merchandise by order number, sizes, standard shipping carton, weight per carton, and retail price per item. Cover and interior contents are all in full color, while shorter versions of the catalog which describe Rubbermaid merchandise are offered for consumer distribution. Rubbermaid, Inc., Wooster, Ohio.

**144 Garden Supplies.** A two-page color brochure illustrates Swan Garden Hose and Sprinkle-Soakers. Also offered is a color catalog page on the all-plastic Grass Stop. Swan Rubber Co., Bucyrus, Ohio.

**145 Tool and Plastic Lines.** This catalog includes illustrations and detailed specifications on the company's

## HELPFUL BOOKLETS FREE!

(Use reply card on page 57)

tool and plastic lines. Catalog is designated the Mini-Cat No. 10. The Vlcek Tool Co., Cleveland 4, Ohio.

**146 Lawn Mowers.** Catalog describes line of 20 models of lawn mowers, sizes 18" to 24". Price list accompanies the catalog, and includes power and hand types, rotaries and reels, to sell as low as \$49.95 with full mark-up. Southland Mower Co., Inc., Selma, Ala.

**147 Fishing Tackle.** In addition to the regular line of Pflueger Fishing Tackle, this catalog contains information on items announced for 1959: the Mars enclosed spinning reel, the Superex automatic fly reel, and a host of rods, lures, and miscellaneous fishing tackle. The Enterprise Manufacturing Co., 110 N. Union St., Akron 9, Ohio.

**148 Plastic Housewares.** A full-color brochure illustrates how to display, sell, and advertise plastic housewares to obtain greater turnover per year and how to increase the average sale  $2\frac{1}{2}$  times by selling matching sets. Gives valuable sales tips developed by hardware dealers throughout the country. The Plas-Tex Corp., 2525 Military Ave., Los Angeles 64, Calif.

**149 Sportsmen's Lights.** Fishermen's lanterns, searchlights, flasher lanterns, headlights, and various cap and hand lamps are illustrated and described in a small catalog of sporting goods items which lists both retail selling prices and the retailer's cost. Justrite Manufacturing Co., 2061 North Southport Ave., Chicago 14, Ill.

**150 Time Payment Plan.** A folder is available describing the complete Foley Futuramic line of power mowers and the free home trial plan. The plan allows the customer to try a Foley mower for 14 days with the privilege of return with no obligation to the customer. A folder also is available to describe it Mow Now—Pay Later time payment plan. Foley Manufacturing Co., 3300 5th St., N. E., Minneapolis 18, Minn.

**151 Pre-Measured Chain.** A catalog page, in color, describes a color-coded plastic measuring lengthmark

to provide quick identification for Proof Coil, BBB Coil, and High Test Chain. The three types are marked every 10 feet by plastic color bands. Hodell Chain Co., Cleveland 3, Ohio.

**152 Storage and Display Equipment.** Folder 320-A describes the time- and space-saving advantages offered by Revolve Steel Storage and Display Equipment to both owners and customers. A section on drawer inserts, display counters, nail bin counters and other equipment designed to utilize floor space most effectively is included. The Frick-Gallagher Manufacturing Co., Wellston, Ohio.

**153 Gas Furnaces and Central Air Conditioning.** Illustrated descriptive catalog on horizontal, vertical, and counterflo furnaces and central air conditioning is available on request. Chattanooga Royal Co., Chattanooga 6, Tenn.

**154 Bats and Golf Clubs.** Nominal quantities of a full-color catalog which describes the company's line of baseball, softball, and Little League bats are offered to dealers. Also available is a two-page catalog showing the company's entire golf club line. Hillerich & Bradsby Co., Inc., 434 Finzer St., Louisville 2, Ky.

**155 Hobby Tools.** A catalog is available which illustrates and describes the Grifhold line of precision built tools for hobbies, graphic arts, offices, and crafts. The Griffin Manufacturing Co., 191 Lyndhurst St., Rochester 5, N.Y.

**156 Repair Handles.** A chart which determines the correct repair handle for a specific tool and the tools fitted by a specific handle is available. It covers more than 95 percent of dealer's ash repair handle requirements. The chart lists original handle and suggests alternates, and comprises both True Temper and Briar Edge grades. True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio.

**157 Store Displays.** Each type of display item from ticket holders to complete display units is fully illustrated and described in a catalog which contains much information on display assembly. Reeve Co., 9249 East Bermudez St., Rivera, Calif.

**158 Nails Data.** A pocket-size handbook containing information and specifications for Stormguard nails is available. A two-page chart gives specific data on the sizes and quantity of nails to use for various types of roofing, siding and trim as recommended by leading trade associations. W. H. Maze Co., 400 Church Blvd., Peru, Ill.

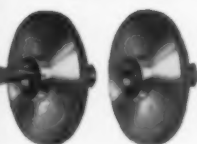
**159 Measuring Tapes.** A catalog

*America's BEST JET BUY...and the most PROFITABLE to install!*

# Rapidayton

## TWIN Champion\*

**2 IMPELLERS**



**Pumps FULL CAPACITY at 40 lbs. pressure**

For maximum profit in jet pumps, install the big, powerful Rapidayton Twin Champion—a two-stage, convertible, fully packaged system. It's quality-built and completely deluxe. It's nationally-known and in demand. It is a pump whose superiority and versatility have been demonstrated from coast to coast. • Gives exceptional performance in shallow wells where outstanding capacity and pressure are needed, and reaches down to 150 feet when depth is important. Converts without additional pump parts.

Capacities to 1250 gallons and pressures to 80 lbs.;  $\frac{1}{2}$  through  $1\frac{1}{2}$  horsepower. • Original patented Quick-Connect flange simplifies installation and saves up to \$10 in time and materials.

Efficient Quad-Volute self-priming design. Open, separate motor mounting bracket with exclusive sand elimination chamber and exclusive brass seal retainer. Bronze one-piece impeller, clearance ring, venturi, nozzle. Parts interchangeable with other Champion models—and only a mere handful to stock. • The Twin retails in the same price range with many single stage deluxe pumps. It's in demand. It's profitable. Get it. Sell it.

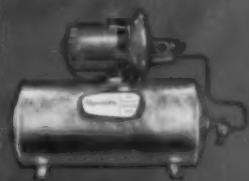


Packaged with 13 or 30 gal. horizontal or 42 or 52 gal. FHA# vertical tanks.



### The JETSTAR® for highly competitive Shallow Well Markets

Build volume and profit, insure customer satisfaction, keep service calls to a minimum—all with the Rapidayton Jetstar. No sacrifice in quality or reduction in features, despite low price. Standard NEMA 56-frame motor; open, separate motor mounting bracket; bronze impeller, nozzle, venturi; Quad-Volute diffuser integrated with cast iron pump body.  $\frac{1}{2}$  h.p. pump only, \$80.75 retail;  $\frac{1}{2}$  h.p. packaged with 13-gal. tank, \$106.75 retail.



**Rapidayton**  
division

The Tait Manufacturing Company, Dayton 1, Ohio  
Established 1908 as The Dayton Pump and Manufacturing Co.

\* TRADEMARK

⚡ FARM AND HOME APPLICATIONS

© 1959 TAIT MFG. CO.



**Q: what's better than 50% markup?**  
**A: 66 $\frac{2}{3}$ % ...**

**SELL and PROFIT with the AMES LINE,**  
 even more complete now with the newly  
 market proven ...

# Ames

## ROTO-EDGER®

ROTARY LAWN SHEARS



No. 30 DELUXE



No. 20 UNIVERSAL



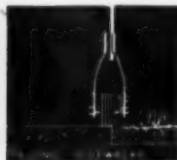
No. 10 STANDARD

for your customers . . . . .  
**QUICK, CLEAN, EASY TO OPERATE**  
 and for you . . . . .  
**QUICK, CLEAN, EASY TO SELL**

**66 $\frac{2}{3}$ % markup – full 40% profit**

IT'S PRESOLD . . . POWERFULLY SO . . . IN

• Better Homes & Gardens • House & Garden



**WHY NOT STOCK THE COMPLETE AMES LINE?**

Shovels, Garden tools, Snow tools, Post hole diggers and handles



**O. AMES CO.** PARKERSBURG  
 WEST VIRGINIA

FINER PRODUCTS THRU HIGHER STANDARDS

Ames also manufactures the famous lines of Ames Aire  
 Casual Furniture and Ames Maid Metal Household Furniture



## HELPFUL BOOKLETS FREE!

(Use reply card on page 57)

describing and illustrating the firm's complete line of measuring tapes and related products, including Power-Tapes with controlled speed blade return, is available. Evans Rule Co., 400-16 Trumbull St., Elizabeth, N. J.

**160 Edged Tools.** Colorful catalog pages which present the company's line of garden tools, axes, hammers, and hatchets are available. Illustrations show the tools in use. Mann Edge Tool Co., Lewistown, Pa.

**161 Industrial Doors.** A 12-page Industrial Door Catalog No. A-410 features technical data and illustrations on the R-W line. Specification and installation data, application photographs, and a section on the automatic electric door operators are included in the catalog. Industrial Door Division, Richards-Wilcox Manufacturing Co., 217 Third St., Aurora, Ill.

**162 Display Attachments.** A colorful catalog, 400A, featuring Vizuclips, display attachments for perforated panels, is available. The catalog shows a complete selection of Vizuclicks for displaying all types of merchandise on either 1/4" or 1/8" panels. L. A. Darling Co., Bronson, Mich.

**163 Garden Hose.** Catalog sheets give full information in Biltrite vinyl and rubber Garden Hose, as well as Biltrite Triple-Tube Flexible Sprinklers. The sheets are in full color and well illustrated. American Biltrite Rubber Co., P. O. Box 1071, Boston 3, Mass.

**164 Industrial Knives.** A 52-page pocket-size Handbook illustrating a thousand industrial hand and machine knives, craftsmen knives and fix-up and paint-up tools is offered. Hyde Manufacturing Co., Department "H", Southbridge, Mass.

**165 Fishing Tackle.** An indexed catalog provides descriptive data on each item in the company's 1959 line of fishing tackle. True Temper Corp., American Tackle Division, 1623 Euclid Ave., Cleveland 15, Ohio.

**166 Padlocks, Brass and Bronze Hardware.** Available literature includes: 6-page gate-fold catalog showing complete line; 4-page catalog of carded and blister-packed padlocks, and catalog pages on various



products. The Slaymaker Lock Co., Lancaster, Pa.

**167 Roofing, Plastic Pipe, Fasteners.** Literature available includes the following: Bolt and Nut Price Finder, form ADV-791 — an indexed price chart for quick reference; lists retail prices on the full line of fasteners; is printed in two colors and may be hung on the wall. Hex Head Cap Screw, form ADV-678—a 4-page folder describing the screws. ADV-788—envelope enclosure on Republic Blue Ridge Steel Roofing; ADV-919—envelope enclosure illustrating how to apply the roofing. ADV-953—4-page folder designed for mailing; describes Republic Ternes for roofing and weather-sealing. ADV-711 — Catalog sheet describing Semi-Rigid Kralastic Plastic Pipe with suggested applications. ADV-712 — catalog sheet describing FE Plastic Pipe for farm and home. ADV-784A—catalog sheet describing use of Republic Plastic Pipe with submersible pumps in both shallow and deep wells. ADV-710—6-page gate-fold folder giving complete details of installing a do-it yourself lawn sprinkler system with Plastic Pipe. Republic Steel Corp., 1441 Republic Bldg., Cleveland 1, Ohio.

**168 Drill Attachments.** Two catalogs are offered on the company's hardware line. One is for inclusion in

wholesalers' catalogs. The other is an 8-page book that wholesalers can make available to all their dealer prospects. Items cataloged in both books are: Supreme Brand Chucks; six models of Supreme Screwdriver Attachments; the Supreme Versamatic; and the Supreme Versamate. Supreme Products Corp., 2222 S. Calumet Ave., Chicago 16, Ill.

**169 Spring and Summer Sports.** The 1959 D&M Spring and Summer Catalog contains 38 pages merchandise along with appropriate illustrations and descriptive information. Featured is the line of MacGregor golf equipment. The Draper-Maynard Co., Cincinnati 32, Ohio.

## Housewares Ideas Produce \$100,000 Annual Volume

(Continued from page 35)

thus creating display space that had not been available. It was then, he says, that he disproved to his own satisfaction the theory that all merchandise must be within handling reach. The change, as far as housewares are concerned, even resulted in a satisfactory increase in sales for 1958 over 1957. But there are some tricks

about buying that are equal in importance to displays.

"We buy housewares in quantities," he explained, "and in such quantities that we get a 40 percent mark up. We are always alert for some especially good buy, but when we get such a buy, we do not mark up a single item on the basis of the quantity buy. We mark up the single item on the basis of single-item cost. In a quantity transaction, that leaves an extra margin of profit and that extra profit is what helps on storewide net profit at the end of the year.

"When we buy a line of housewares, we buy the entire line or we leave the line alone. We don't just buy the leaders in the line, as the chain stores do. What sells housewares is a mass display of full lines. A complete selection for the customer. But, of course, buying is done on the various single items in the line in proportion to the way those items sell in our store.

"One thing we do not do is serve as a guinea pig for manufacturers. If a manufacturer brings out a new line of housewares, we do not know that line will sell for us. So we wait until a line proves itself as a sell-

## TWO LANGLEY HIGH-QUALITY, LOW-PRICE REELS



With Langley's Famous easy-casting, closed-face features

**ADVERTISED \$14<sup>95</sup> PRICE**

Factory-filled with 120 yards 6 lb monofilament

**Langley "999"**



With Langley famous Super Spinreel features

**ADVERTISED \$13<sup>95</sup> PRICE**

**Langley "777"**

LANGLEY CORPORATION, DEPT. 83 310 EUCLID AVENUE • SAN DIEGO 12, CALIFORNIA

er. We just do not buy a line of housewares unless it is a proven seller. Therefore, we do not have our money tied up in slow movers."

Although there are some surplus stocks of merchandise in housewares, this is the exception instead of the rule at Longview Hardware. There is no warehouse as such at Longview Hardware, for there is no room for surplus stocks. A great percentage of all the merchandise available within the store is on display.

#### Weekly Orders

"What you see on display," said Burroughs, indicating with a wide sweep of his arm, "is just about our stock. We can go down the line and count and that is the inventory. We order once a week. Two, four, or six truck shipments of merchandise are being delivered daily."

Longview Hardware uses some radio advertising, a spot at the noon hour daily, devoted to a chosen department of the business. And there are some cooperative newspaper advertising programs. But Burroughs insists he does little or no promotion on house-

wares. His housewares promotion is largely in the form of mass displays, complete selections.

Burroughs has been in the hardware business only a little over eight years. Longview Hardware and Furniture Co. was then operated by its owner, L. E. Prothero, who had but one heir, a daughter. While Burroughs was a building superintendent in the East Texas oil fields, he married the only heir to the business, was later prevailed upon by his father-in-law to turn hardware dealer.

"For the first 14 months," Burroughs recalls now, "about all I did was watch every move of my father-in-law, observing how he did it. I studied every invoice, stood around the store and watched everything that transpired, from the way customers were greeted to the way the floor was swept.

"That's the way I got my primary education in the hardware business. What I have done since I have been in charge as manager, the changes I have made, new policies introduced, everything, I have done on the basis of observation. Anyone can keep up with what's going on today if he is observant."

## Warehouse Procedures

(Continued from page 49)

of your warehouse job as far as customers are concerned. They want their orders filled promptly, accurately and completely. The best approach to any service problem usually is to get the facts. These usually are in the form of written or salesmen's complaints or even verbal ones to buyers, or at the city or will call desk.

#### Tally Sheet

Arrange a simple complaint tally sheet at all points where you have your customer contacts, and require employees to quietly tally all complaints and suggestions for improvement.

As a control of service within the warehouse it is suggested that a simple daily condition report be required of any supervisors. It can consist only of the amount of work on hand at start of day, units received, units handled, and carry-over. Comments on problems can be written down, such as—need more trucks, etc.

More air volume  
per pound pressure  
per horsepower  
per dollar!

# JOHNSON

## AIR COMPRESSORS

### RED HEAD

Model No. 1550 (less motor). Delivers 3.5 cfm clean, oil-free air at 50 psi, yet weighs under 30 lbs. 14" x 8" x 10". Highest quality construction. Operates on any 1/4-HP or larger motor, engine, or power takeoff. Complete package includes compressor, pulleys, V-belt, sprayer, hose, tire chuck, fittings.

### POWER AIRE

Model No. 105. A power-house! Delivers full 3.5 cfm at 50 psi but weighs only 23 lbs. including 1/4-HP GE direct-drive motor. Ultra-compact, 11 1/2" x 6 3/4" x 10". Finest quality throughout. Complete package includes motor, compressor, sprayer, hose, tire chuck, fittings.



Product of 74 years of leadership in the manufacture of precision pneumatic equipment, the new line of Johnson Air Compressors introduces advanced concepts of compressor design and performance. These low-cost units actually outperform many larger, higher-priced compressors. See your jobber or distributor.



**JOHNSON SERVICE CO.**

COMPRESSOR DIVISION, MILWAUKEE 1, WISCONSIN

**36 OTHER MODELS**

Complete line of accessories available.

# PETERS

means

# SALES

Heavy **1959** advertising behind  
PETERS "High Velocity"  
ammunition will pay off in  
extra sales for you! Get  
your share—stock, display,  
and push the entire line.



## Peters

*sales*

**PACKS THE POWER**

PETERS CARTRIDGE DIVISION, BRIDGEPORT 2, CONN.

"High Velocity" is a trademark of Peters Cartridge Division, Remington Arms Company, Inc.



# **NEW PACKAGING** for pegboard displays ... boosts chain sales

... speeds self-service  
... generates faster turnover  
for you!

TM Dog Runner Chain



*Taylor Chain—first in the industry with the packaging of TM Halter and Dog, and Dog Runner Chains in polyethylene, "see-thru" bags. Attractive eye-catching saddle stops store traffic. Punched for pegboard displays. Identifies product, size and use—provides space for retail price. The result, many more*

*self-service sales... faster turnover and better profits for you. Packed ten chains to a carton. Call your jobber or write today for details.*

**Taylor  
Made  
CHAIN** SINCE 1873

**S. G. TAYLOR CHAIN CO., INC.**  
Hammond, Ind.—3505 Smallman St., Pittsburgh 1, Pa.

## **W. F. Laney Receives Gates Rubber Co. Award**

THE GATES RUBBER CO., Denver, Colo., announced recently that its Merchandise Management Award for 1958 has been made to W. F. Laney, buyer for the Monroe Hardware Co., hardware wholesaler with headquarters in Monroe, N. C.

A letter of congratulations from Charles Korsoski, vice-president of Gates, stated that the award has been made on the basis of Laney's "steady application of such sound merchandising principles as profitable turnover, merchandise availability, and sales promotion."

The Monroe Hardware Co. has been in the wholesale hardware business for 80 years and serves over 800 retail hardware dealers in a three-state area. Laney has been with the firm for over 39 years.

The presentation of an engraved plaque signifying the Merchandise Management Award was made to Laney by Ralph Earnhart for Gates.

## **Dates Set for Mid-America Lawn, Garden Trade Show**

THE DATES have now been set for The Mid-America Lawn, Garden & Outdoor Living Trade Show—Chicago, which will be held at the International Amphitheatre, Chicago, October 8, 9, 10. The schedule follows the National Hardware Show which will be held at the Coliseum, New York City, September 28 through October 2 and also the Atlantic City Hardware convention which opens on October 4 and runs through October 7.

Frank Yeager, managing director of the Mid-America Lawn, Garden & Outdoor Living Trade Show—Chicago, pointed out that the time and the place for this show was built around the desires of the industry's leading manufacturers and was set after a careful survey of buyers.

Yeager added that the show had been set up to take in all phases of the lawn, garden and outdoor living industry. At the show, he stated, manufacturers will meet the dealers, the wholesalers, the distributors, and buyers all at one time and at one place.

Complete data and floor plans are available from The Mid-America Lawn, Garden & Outdoor Living Trade Show — Chicago, 331 Madison Ave., New York 17, N. Y.



All right! WHY buy builder's hardware  
direct from *National of Sterling?*

**You can DISPLAY 88 ITEMS IN 8 SQ. FT.**



...WITH NATIONAL'S  
NEW VISUAL PAC LINE  
AND HARDWARE  
MERCHANDISER

Dealers agree that to see is to sell in today's well-stocked hardware department. Your customers want to see before they buy! With National's new Visual Pac Line and No. 100 Merchandiser you get maximum display value in a minimum floor space. Frees more space for your contractor business. That's why so many dealers are joining the swing to the National of Sterling Visual Pac Line. It's decimal packaged, too, for easier inventory control.

WRITE FOR FREE CATALOG TODAY

**NATIONAL MANUFACTURING CO.**

17905 First Ave., Sterling, Illinois



# DEALER SALES AIDS

For more information on these sales aids use the free post card on page 57

## Color Mixing Machine

The Sherwin-Williams Co., Cleveland 1, Ohio, announces the Kem Colormeter, a color mixing machine less than 2' sq. and 34" high, which holds 10 different colorants in ten 2½-qt. polished stainless steel tanks.

Tanks have agitators, clear plastic lids, and are mounted on a turntable controlled by a release lever to bring the dispensing valves into line with the paint container.



Latex, oil, alkyd, and other types of finishes may be tinted with the universal tinting colors used. Color selection is made from a new color chart which shows more than 400 colors available. Formula card is provided for each color.

An illuminated fibreglass dome turns with the turntable. For more information—

Write in No. L1 on card, Pg. 57

## Nozzle Pac

A display designed to stimulate sales of nozzles is offered by the H. B. Sherman Manufacturing Co., Battle Creek, Mich.



Display contains five Gold Label (#155) nozzles, five Diamond (#161) nozzles, five New Jet (#165) nozzles, and five Lever Lock (#159) nozzles. Valued at more than \$29 retail.

Nozzle Pac is 12" x 8" x 12" and features an attention-getting cartoon on display panel. For more information—

Write in No. L2 on card, Pg. 57

## Faucet Washer Display

A self-display faucet washer and replacement screw display in a 12-compartment, bright orange, metal box is now available from The Schaul Manufacturing Co., 6300 Roland Ave.,



Cleveland 27, Ohio.

Included in the assortment are all washer sizes from 00 to ¼" and brass screws in all four faucet threads. Containing 2,000 units comprised of Supreme, specially compounded neoprene washers for hot and cold water faucets and brass replacement screws, the compact display occupies little space and simplifies sales, inventory, and re-order problems.

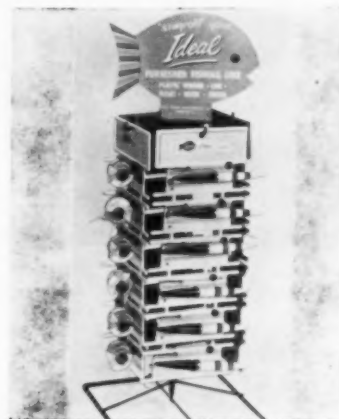
The display box has a location chart mounted in the lid. Also full instructions for installation of washers.

Literature and prices are available. For more information—

Write in No. L3 on card, Pg. 57

## Furnished Line Display

Furnished fishing line, #84 PS, formerly available only on cards, is now offered on a display rack by



Ideal Fishing Float Co., Inc., 2001 E. Franklin St., Richmond 3, Va.

Rack contains two dozen furnished lines, six to a strip. Two strips contain the 5-way plastic fishing float

# How to make bolts produce profits



Serving a customer who "just needs a bolt" takes valuable selling time. Now you can make it easy for customers to serve themselves. Lamson's attractive, flexible Bolt Trays—spotted at strategic locations in your store—do the job. They build impulse sales, help you sell other merchandise, too.

## Lamson "Serve Yourself" Bolt Tray with zinc-chromate plated bolts

### TOOL DEPARTMENT

When a customer buys tools, the Bolt Tray reminds him to pick up bolts for needed repair jobs. Helps build traffic in department.



### CHECK-OUT COUNTER

Remind customers to buy bolts by placing a "Serve Yourself" Bolt Tray near the cash register or on check-out counter.

### HOUSEWARES DEPARTMENT

This compact floor unit, containing four Bolt Trays, gives you a complete bolt department in minimum floor space. Helps sell related housewares items.



All bolts plated for eye appeal. Nuts included. Choose the type of bolts your customers ask for most often...machine, carriage, lag, stove, cap screws. Refills available from stock. Ask your Lamson Distributor for full information.



## LAMSON & SESSIONS

5000 TIEDEMAN ROAD • CLEVELAND, OHIO

Plants in Cleveland and Kent, Ohio • Chicago and Birmingham

SAVAGE HAS IT ... ALL DOWN THE LINE IN '59!



**solid hit!...**

**Demand for the new  
Savage 219 rifle is  
double sales  
estimates!**

We introduced the 219 just two months ago. Already we've had to double production to keep up with dealer orders. Proof that Savage has it . . . all down the line in '59! Only Savage can offer a high power, single shot rifle with automatic ejector, grooved for scope sights . . . for just \$37.50. .22 Hornet caliber for varmints — .30-30 for larger game. What's more, dealers tell us this 219 has real possibilities as a rental item. Write us on your letterhead, mentioning your jobber, and we'll send you a free set of handsome game prints suitable for framing. *Savage Arms Corporation, Sporting Arms Division, Chicopee Falls 209, Massachusetts.*

Retail, \$37.50



**Savage / Stevens / FOX**

**MODEL 219**

in the one-inch size. The other two sides feature 4½" celluloid floats.

Each of the furnished lines has 15 feet of nylon twist line—monofilament available but must be specified, gold Carlisle hook, and correct size split-shot sinker. For more information—

Write in No. L4 on card, Pg. 57

### Mower Accessories Rack

Lawn-Boy, Lamar, Mo., has introduced a wire accessory rack designed to display mower accessories from the wall, counter, or floor.



Measuring 36" x 21", the Lawn-Boy "Display to Sell" rack accommodates 12 rotary power mower blades, two leaf mulchers, one wind-rower, and five lock-vented gasoline tank caps.

It is identified by a black and white Lawn-Boy logotype on top with twin lines of gold letters drawing attention to the firm's "Double-Tuff" blades and accessories. For more information—

Write in No. L5 on card, Pg. 57

### Pump Promotion Package

A Profit Promotion Package is being offered free to dealers of The F. E. Myers & Bro. Co., Ashland, Ohio, to assist in local promotion of Myers' line of Olympian pumps and water systems.

Main focal point of the display





# SELL MORE...AND REDUCE HANDLING COSTS WITH SELF-SERVICE *Revolve*



## 100 KEGS OF NAILS DISPLAYED AT POINT OF SALE

### "NAILS AT THE SCALES"

No. 25B (Scales Extra) 5 sections, 25 compartments that hold a keg of nails each. Diameter: 44". Height: 56". Order now from your Jobber.

Sales go up and handling costs come down when you use Revolve Bins for nails, rivets, fittings and other similar items.

In only a few square feet of floor space, you store, display and sell without having to touch your stock! With Revolve, your customers may serve themselves, then look around and sell themselves some more from Revolve's spacious, easily accessible revolving bins.



Write today for free Folder 320-A "MODERNIZE WITH REVOLVO." Shows full range of sizes and models. The Frick-Gallagher Mfg. Co., 118 S. Michigan Ave., Wellston, Ohio.



# *Revolve*

## STORAGE

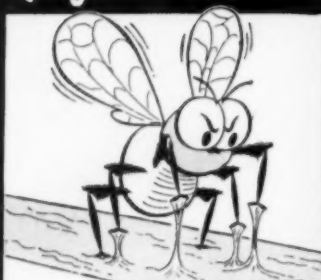
PLANNED FOR PROFIT

FRICK-GALLAGHER

### BONDERIZED STEEL EQUIPMENT

REVOLVO COUNTER	PARTS CASES	REVOLVO NAIL BINS	NAIL BIN COUNTERS	DISPLAY COUNTERS

## World's Best Fly Catcher!



Increases sales wherever displayed! New blue and yellow card with 5 Aeroxon Fly Ribbons in transparent plastic blister.

### Warehouse Stocks Carried in 10 Major Markets

- New York
- Chicago
- Norfolk
- San Francisco
- Kansas City
- Los Angeles
- Dallas, Tex.
- Minneapolis
- Portland, Ore.
- Denver, Colo.

**NATIONALLY ADVERTISED**

**Complete Details and  
Prices Upon Request**

**AEROXON SALES CO.**

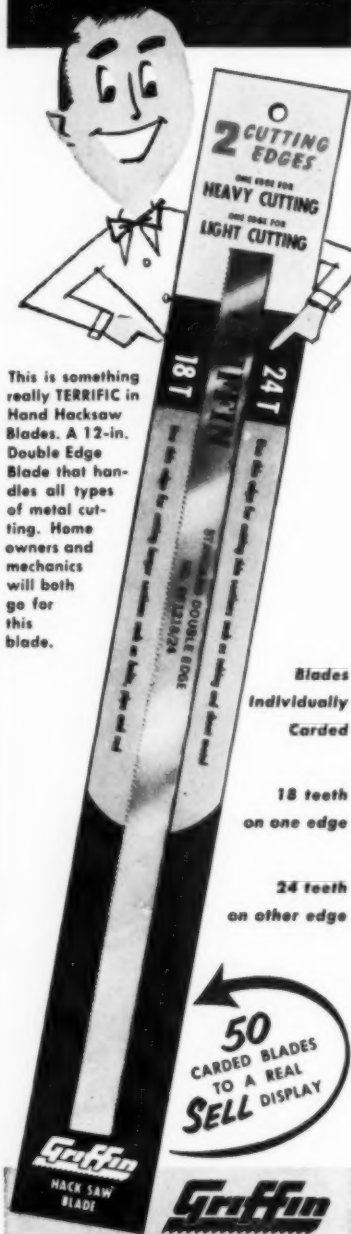
9 East 38th St., New York 16, N. Y.

The rustic fence unit used in selling Androck Barbecue Tools has been revamped and is available as a compact, self-service sales unit, according to The Washburn Co., 28 Union St., Worcester 8, Mass.



Write in No. L7 on card, Pg. 57

**NEW**  
**DOUBLE EDGE**  
**DOUBLE EDGE**  
**HACKSAW BLADE**



This is something really TERRIFIC in Hand Hacksaw Blades. A 12-in. Double Edge Blade that handles all types of metal cutting. Home owners and mechanics will both go for this blade.

Blades  
Individually  
Carded

**18 teeth  
on one edge**

**24 teeth**  
*on other edge*

**50**  
CARDED BLADES  
TO A REAL  
**SELL** DISPLAY

**G. W. GRIFFIN COMPANY**  
Franklin, New Hampshire

**Sales Representatives**  
**John H. Graham & Co. Inc.**  
**105 Duane Street, New York 8, N. Y.**

# These FREE promotion pieces will boost your sales of the TCI line of **USS** products!



## BALING WIRE

This folder packs a wallop on why USS American Baling Wire is perfect for use in automatic pick-up balers. The facts are stated briefly... and that's what the farmer wants to know. USS American Baling Wire carries the famous United States Steel guarantee which assures satisfactory performance. The next thing he looks for is where he can buy it. He finds out fast because your name and address are clearly imprinted right on the folder. Request Form No. AD-TCI-MP12-57.

## USS TENNESSEAL ROOFING

Used for direct mail or as a stuffer in statements etc., this folder generates sales for USS Tennesseeal Roofing by outlining the facts on why Tennesseeal is best. Request Form No. B-53-4-REV.

## CORRUGATED ROOFING and SIDING

This folder sells USS Corrugated Roofing and Siding by telling very briefly how the process of manufacture benefits the buyer and how easy this roofing is to install. Request Form No. S-54-5.

## USS AMERICAN FENCE

Here's an attractive folder you'll be proud to hand out or use as a stuffer. Drawings clearly show why USS American Fence is tops. All types of USS American Fence are briefly outlined. Request Form No. B-45-7-REV.

## FARMERS and RANCHERS HANDBOOK

In addition to containing usable facts that farmers refer to every day, this 72-page handbook is also a complete catalog of the TCI line of United States Steel products. Use as a handout or direct-mailer. An attractive dispenser to display these handbooks in your store is available. All these sales promotion pieces plus those listed at left, are free to dealers of the TCI line of United States Steel products. Each item, except those marked (\*) can be imprinted with your name and address. Check these sales-getters now and order your supply from your nearest District Office: Charlotte—Houston—Jacksonville—Memphis—New Orleans—Tulsa; or write directly to our General Office: Fairfield, Alabama.

USS, Tennesseeal, American and Ranger are registered trademarks



Weatherboard Siding Stuffer, S-54-4  
Tennesseeal Poultry Stuffer, ADTCI-MP-4-58  
Tennesseeal Sample Board for dealers\*  
American Poultry Fence Stuffer, W-55-1  
Diamond Lawn Fence Stuffer, B-54-1  
Ranger Barbed Wire Mailer\*  
Studded "T" Post Stuffer, ADTCI-MP-13-57  
Roofing Sliding Scale Card showing number of square feet of steel roofing in a given number of sheets 26 inches wide after forming, ADTCI-MP-5-55  
American Baling Wire Stuffer, ADTCI-MP-12-57  
Blue Bonnett Bale Tie Stuffer, ADTCI-MP-11-56  
TCI Nail Chart for dealers and builders, ADTCI-MP-2-58\*  
Poultry House Plan, No. 625\*  
Griddle Staple Stuffer, ADTCI-MP-10-56  
Window and store display of TCI products\*  
Galvanized Flat Sheet Stuffer, ADTCI-ST-9-56  
Catalog of Nails, No. 6347T\*  
Manual of Carpentry, No. 6217\*



Tennessee Coal & Iron  
Division of  
United States Steel

# ARCTIC BOY

## portable water coolers



## COLD WATER is a HOT item!

If it's not cold, it's not drinking water!  
That's your big selling point in ARCTIC BOY  
portable water coolers . . . they keep water  
refreshingly cold and sparkling clear.

### Here's why:

- Inset of **HOT DIPPED** galvanized or stainless steel
- Sparkleen plastic liner is non-toxic, prevents corrosion
- Large opening—easy to ice and clean
- Extra large insulation space
- Popular 2, 3, 5, 10 and 15 gallon sizes

Send for free booklet "Care and Use  
of Your Cooler." Write Dept. H-35

SCHLUETER MFG. CO.  
ST. LOUIS 7, MO.



### PRINTED HELPS

and other sales aids for 1959

Weber Tackle Co., Stevens Point, Wis., offers a variety of permanent metal displays for flies, loose hooks, treble hooks, snap-swivels, Redi-Pak nylon packages and other tackle items. The No. RR74 revolving rack displays 72 hinge-cover plastic boxes of ringed hooks. No. RR146 is also a revolving rack; holds one gross of hinge-cover plastic boxes and is designed to display flies and snap-swivels as well as loose hooks. Half-size stationary unit of the latter, No. R73, displays half the quantities of tackle items. Combination assortments of flies, loose hooks, and snap-swivels may be displayed on most of these racks. One-, two-, and three-tier revolving racks for Weber display panels continue to be offered. No. RR12, another revolving metal display, holds one gross of Redi-Pak nylon coils. A number of other display boards, boxes, and other packages are available. For more information—

Write in No. L8 on card, Pg. 57

Columbian Rope Co., Auburn, N. Y., has available for dealers several rope merchandisers, available through wholesalers. Merchandiser No. 57 holds six full reels or six full cartons of rope, two of which may be the 100 # size; will hold either cartons or reels or any combination of both; rope is fed through guides to a measuring device and cutter. The "Pick-Me-Up" holds individually wrapped 50' and 100' coils of 1/4", 3/8", and 1/2" dia. Manila Rope; free with initial order of approximately 100 lbs. of rope which stocks it; all metal and mounted on casters; dimensions, 22" x 22" x 45 1/2". Made of heavy gauge wire and designed to display rope in cartons (Colpacks), the Colpack Rope Rack holds one Colpack 25, two Colpack 50's and Water-Ski ropes, rope in small coils, or twine items on the top shelf. Or if desired, the small rack holding three 9" reels of Nylon or Polyethylene Rope may be displayed on this shelf; requires only 20" x 30" of floor space. Columbian has a small display rack which holds three 9" reels of "Stabilized" Filament Nylon Rope, 1/4", 3/8", 1/2" diameters; or High Tenacity Polyethylene Rope, 1/4" and 3/8" diameters. Delivered free with three-reel order for either rope. For shelf or counter display and for use with Pick-Me-Up or Colpack Rope Rack. Also available is a standard assortment of window display material including ship cutouts, samples of Manila and sisal fibre, folders and pamphlets, and a colorful dealer sign. Various counter display cartons of



*"...an investment  
that makes  
all other  
investments  
worthwhile"*

JOHN COLLYER  
Chairman of the Board  
The B. F. Goodrich Company



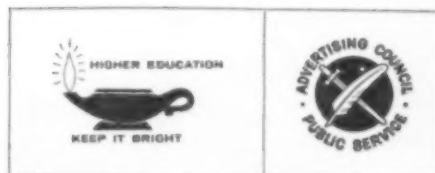
"For much of our nation's progress, technologically, economically and socially, we must look to the excellence of our institutions of learning, whose students of today will be the scientists, the managers, the statesmen and the cultural and religious leaders of tomorrow.

"It is the responsibility of the American people and American industry to provide the financial aid so urgently needed now by our colleges and universities.

"Join this important crusade. Contribute today to the university or college of your choice. You will be making *an investment that makes all other investments worthwhile.*"

If you want more information on the problems faced by higher education, write to:  
Council for Financial Aid to Education, Inc., 6 E. 45th Street, New York 17, N. Y.

*Sponsored as a public service, in cooperation with the  
Council for Financial Aid to Education*



# NEW Arbogast MONEY MAKERS

famous for top-selling, fast-moving  
Hawaiian Wigglers®, Hula Popper®, Jitterbug®

## 2 NEW SPINNING LURES



**HUM-BUG®**

Bass actually hear and strike at its hum! Special willow leaf spinner vibrates for noise. Won't snag.  $\frac{1}{4}$ ,  $\frac{3}{8}$ ,  $\frac{1}{2}$  oz.—4 colors. Packed 12 on Display Card. Retail—85c each.



**BUSY BODY®**

Sparkling action hooks more fish! Pin-point control. Sinking time sets depth.  $\frac{1}{4}$ ,  $\frac{3}{8}$ ,  $\frac{1}{2}$  oz.—4 colors. Packed 12 on Display Card. Retail—75c each.



### SEE YOUR JOBBER TODAY!

Hard Hitting ADVERTISING SUPPORT stimulates sales, helps make even greater profits for you.

Write for FREE COLOR CATALOG on

**Arbogast**

"BAIT OF CHAMPIONS"

**FRED ARBOGAST COMPANY, INC.**

313 W. North St., Akron 3, Ohio

Jute twine, Mason's Lin., and Christmas cards are also available. For more information—

Write in No. L9 on card, Pg. 57

O. Ames Co., Parkersburg, W. Va., is offering a wide variety of additional full line of garden tools. Available in one column size, the mats providing various space for imprint and picture proof sheet showing a full size picture is available on request. For more information—

Write in No. L10 on card, Pg. 57

Crescent Tool Co., Jermstown, N. Y., has available displays for all the better selling items in its complete line of wrench, pliers, screwdrivers, hammers, tinners snips, special line-man's tools, etc. The display, 23 in. all, can be mounted in units of one, two, four, six, 12 and 16 panels. Various fixtures are offered by the company at a small cost. No charge is made for the display panels, they are built at the cost of the tools on them. Stands to mount four, six, 12, and 16 panels are available at low cost. Crescent also has display cards available at no cost. For more information—

Write in No. L11 on card, Pg. 57

Illinette & Co., Springfield, Ill., offers Excellor mower dealers a special demonstration package featuring the Model 271, 21" rotary with "Excellor-mat" start-run-stop fingertip control. With each single purchase of any amount of six power mowers by a dealer the company will ship, freight prepaid, one Model 271 at a special low price, with a kit of sales aids, free of charge, consisting of the following: display stand; handle feature card; window banner; door banner; lawn care brochure; power mower trade-in "Blue Book;" leaf mulcher kit; envelope folders; window "Authorized Dealer" decal; full line giant wall banner; master repair parts charts; order blank for dealers to request additional quantities, free of charge, of these sales aids, plus newspaper mats, radio and television spots. For more information—

Write in No. L12 on card, Pg. 57

The Yale & Towne Manufacturing Co., White Plains, N. Y., provides carded hardware as a dealer help in boosting sales. Yale also advocates the use of mounted samples on display boards as a permanent merchandising idea. Package merchandisers are offered by the company for location in strategic positions. All merchandisers are in bright colors. For more information—

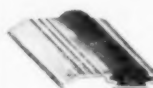
Write in No. L13 on card, Pg. 57

Stevens - Burt Co., Water Master Co. Division, New Brunswick, N. J., provides a colorful display card for its all-angle toilet plunger. The card carries an illustrated message and is fitted with two holes to slip on the

*It's easy to sell*

## NATIONAL Weatherstrip PRODUCTS

*Because* they're conveniently packaged, easy to install, are made of the finest materials, and are priced for fast turnover. Place a sample order today and you'll soon learn they're real money-makers.



**VINYL-INSERT THRESHOLDS**—No exposed screws, no hook strips. 3 widths (1  $\frac{3}{4}$ ", 3  $\frac{1}{2}$ ", 4")—any length.

**TWO-IN-ONE WEATHERSTRIP**—A doorstop-weatherstrip combination for windows or doors. Comes in 7' lengths.



**PACKAGED WEATHERSTRIP**—Bronze and aluminum—in standard sizes or 17' and 100' rolls.

**SEALER-STRIP**—Metal and felt weatherstripping. 17' of material in each box.



**INTERLOCK THRESHOLDS, SILLS, SADDLES**—Wide range of designs—all pre-cut ready for installation.

**LINOLEUM BINDING AND EDGING**—Brass, aluminum or stainless steel—in clear plastic packages (12'), or 75' lengths.



**"CASE-TITE" SNAP-ON WEATHERSTRIP**—For metal casements. No nails or screws needed. Comes in 6' lengths (bulk) or in cut sets.

**METAL AND FELT DOOR SWEEPS**—Choice of materials—3 metals, 2 colors, 2 felts.



ORDER FROM YOUR JOBBER TODAY  
OR WRITE FOR CATALOG



National Metal Products Co.  
2 Gateway Center, Pittsburgh 22, Pa.

New steels are  
born at  
Armco



**SHEFFIELD**



**"100"**

**High Strength  
BARBED WIRE**



## Here's barbed wire you can Buy and Sell with Your Fingers Uncrossed

Selling barbed wire of uncertain origin and quality (that varies from too soft to too brittle) is a gamble that calls for keeping fingers crossed. At first glance, such wire may look like a good buy.

But take a second look! As reported in a leading farm publication: "Where samples of foreign wire are analyzed and tested, it frequently falls far below American standards of length, gauge, quality of steel, galvanizing and workmanship."

That's why it pays to sell your customers Sheffield "100" High Strength Barbed Wire. Quality is assured by steelmakers you know and can trust. Steelmakers who have stood behind their fence products for more than 30 years. Steelmakers who are neighbors of yours.

Sheffield "100" Barbed Wire tests up to 20% stronger than ordinary barbed wire. Yet it's pliable and easy to handle. Takes the stretch with strength to spare. Has a tightly bonded coating that fights corrosion. Has evenly spaced 2- or 4-point barbs with never a skip. Gives your customers years of extra service life. Gives him the finest in fence at lowest cost per year. Stock up now for the demand. Get in touch with your distributor.

Check With Your Distributor  
On The Economies of Mixed  
Shipments of These Sheffield  
Wire Products

Woven Wire Field and Poultry Fence

• Barbed Wire • Smooth Wire •  
Ornamental Fence • Steel Gates •  
Coiled Baling Wire • Bale Ties

Nails and Staples

Regular, Screw Type and Ring Shank  
Brads, Small Nails, Tacks and Spikes

Bolt and Nut Products

**Keep America Strong**

**BUY U.S.A.**

## **SHEFFIELD DIVISION**



**ARMCO STEEL CORPORATION**

OTHER DIVISIONS AND SUBSIDIARIES: Armco Division • The National Supply Company • Armco Drainage & Metal Products, Inc. • The Armco International Corporation • Union Wire Rope Corporation • Southwest Steel Products



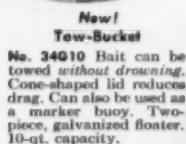
## The Most Advanced Line in Fishing Equipment

Fishermen ask for Old Pal because of its quality . . . you should feature Old Pal because it's the most up-to-date line with new and exclusive items.



**New!**  
**Hand-E-Floater**

No. 14610 Designed for use both as a carrier and a floater. Galvanized, one-piece, round. Capacity equal to standard 10-qt. 2-piece floaters.



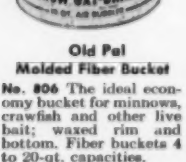
**New!**  
**Tow-Bucket**

No. 34610 Bait can be towed without drowning. Cone-shaped lid reduces drag. Can also be used as a marker buoy. Two-piece, galvanized floater. 10-qt. capacity.



**New!**  
**Oxy-Charger**

No. 22010 A bubbler type bucket with a perforated plastic air pressure chamber. Minnows keep alive for days. Galvanized; 10-qt. capacity.



**Old Pal**  
**Molded Fiber Bucket**  
No. 806 The ideal economy bucket for minnows, crawfish and other live bait; waxed rim and bottom. Fiber buckets 4 to 20-qt. capacities.



**Old Pal**  
**Plastic Spin Kit**

No. 370 New, exclusive design. Can be used for spin kit or tackle box. Opens from both sides. 16 compartments—9 on one side, 7 on the other. Equipped with belt loop. Measures 9 1/4" x 4" x 2".

Order the complete line of OLD PAL Metal and Air Feeder Minnow Buckets, Bait Boxes, Worm Cans, Minnow Traps and Plastic Lure Boxes from your wholesaler.

Write for free illustrated catalog

**OLD PAL, INC.,** Subsidiary of  
Animal Trap Company of America • Lititz, Pa.  
Pascagoula, Miss. • Fenton, Mich. • Niagara Falls, Ontario

yellow plunger handle. For more information—

Write in No. L14 on card, Pg. 57

The Eclipse Lawn Mower Co., Prophetstown, Ill., announces that a direct mail broadside on Eclipse Wasp chain saws is being mailed free in quantities up to 500 for dealers ordering two or more saws. The colorful broadside opens up to 34" x 23". Dealers wishing to use more than the 500 free maximum may order additional copies "in-the-mail" at a cost of two cents each. For more information—

Write in No. L15 on card, Pg. 57

Style-Crafters, Inc., Greenville, S. C., offers a number of promotional materials free to dealers for the Aqua-Float line. Among these are full - color catalogs and bill stuffers, metal "Play-Safe" signs, window streamers, water-safety posters, water ski and safe boating instruction booklets, mailing folder on U.S.C.G. small boat regulations, counter display cartons for Aqua-Float fenders and floats, glossy photos, newspaper mats, radio and TV spots, and packaging. A new aluminum floor display rack which holds a full 2-dozen assortment of the company's various products and which features an enameled red, white, and blue double faced sign is also available. For more information—

Write in No. L16 on card, Pg. 57

Plymouth Cordage Co., Plymouth, Mass., offers dealers a wide range of promotional literature, colorful point-of-sale displays, and several rope dispensers. Literature includes pamphlets on use of rope on farms, on boats and in industry. Dispensers include the SalesRak which sells rope off the spool in any length up to 300'. The SalesMaker, available in counter or floor models, holds seven sizes of rope, which can be cut on dispenser to desired length. A cardboard display occupying less than two feet of floor space is available for merchandising an assortment of ropes and twines. All sales aids are available through Plymouth wholesalers. For more information—

Write in No. L17 on card, Pg. 57

Langley Corp., 310 Euclid Ave., San Diego 12, Calif., is offering a 17" x 20" display banner free to all dealers. Printed in bright green and black on a fringed white satin background, the banner features the symbolic Langley sea-lion. Pressure-sensitive adhesive backing at the top permits mounting of the banner to the wall behind the reel display. For more information—

Write in No. L18 on card, Pg. 57

Southern Screw Co., Statesville, N. C., offers the Wood Screw Actual Size Chart which is designed especially for the hardware dealer with



1. A big, complete line—12 models—side, front and twin discharge—18", 19" and 22" cutting widths.
2. First quality materials and construction.
3. Briggs & Stratton and Clinton engines.
4. Safety features that help you sell.
5. Designed and manufactured by Modern Tool & Die Co., producer of the fast-selling MODERN LINE of Wheelbarrows, Lawn Carts and Spreaders.
6. Best of all, the Lawnflite line is priced for sales!

AGAIN NEXT SEASON IT WILL BE  
EASIER TO SELL THE MODERN LINE  
THAN TO SELL AGAINST IT!



**MODERN TOOL & DIE CO.**  
5389 WEST 130th STREET  
CLEVELAND 11, OHIO



a customer who wants a wood screw "just about this size." The chart illustrates the actual size of wood screws in lengths from 3/16" to 6" and #0 to #24 diameters. Also illustrated are driver types and head styles with materials and finishes listed. The chart is printed on glossy stock. Dealers may obtain the chart without charge from their distributor—available through this source only. For more information—

Write in No. L19 on card, Pg. 57

**Stanley Hardware**, division of The Stanley Works, 195 Lake St., New Britain, Conn., announces new and improved merchandising features for its cabinet hardware, including visible packaging, and self-service displays. Available to dealers is the new C-2 pegboard display stand. Fifty-seven select items are now visually packed, mounted on yellow and black space-saving cards, on the back of which carry all customer information: item name and number, suggested usage, proper application, finish, and materials. For more information—

Write in No. L20 on card, Pg. 57

**Moto-Mower, Inc.**, Richmond, Ind., offers its dealers a complete merchandising package. Included are window display materials, store banners and streamers, point-of-sale materials, mower stands, and colorful handle cards. In addition, a strong local advertising program including cooperative advertising is offered. For more information—

Write in No. L21 on card, Pg. 57

**The Irwin Auger Bit Co.**, Wilmington, Ohio, offers to dealers free metal display merchandisers with the following assortments. No. M-62T contains metal wall merchandiser and 13 bit assortment of the Irwin Sello-paked 62T Bits, one of each size 4/16" through 16/16". No. M-88 contains metal wall merchandiser and 20 bit assortment of the Irwin Sello-paked Speedbor "88" Wood Bits for electric drill, two each of even sizes and one each of odd sizes 1/4" to 1". No. 430 contains metal wall merchandiser with assortment of 30 amber plastic handle screwdrivers in the five most popular sizes. All displays have colorful baked enamel finish and fit in a minimum of space. A booklet on the selection, use and care of bits, and a variety of envelope stuffers are also available. For more information—

Write in No. L22 on card, Pg. 57

**O. F. Mossberg & Sons, Inc.**, P. O. Box 1302, New Haven, Conn., makes available to dealers 8-page consumer stuffers for enclosure with mailings or counter use; a 6-page consumer stuffer on Mossberg's 4X scopes and its latest adjustable power scope; a Mossberg emblem decal for use on door or window; and a Retail Sales

Manual for the dealer and his sales staff. In addition, the company offers free electrotype advertising mats, as well as radio and TV commercials. For more information—

Write in No. L23 on card, Pg. 57

**Rubbermaid, Inc.**, Wooster, Ohio, offers dealers a free dispensing unit for its shelf and storage area rubber coverings, Rubbermaid Shelf-Kushion, which comes in 45' rolls. Merchandising aids for dealers stocking the product include window and wall banners, and consumer folders which feature additional home uses for the rubber shelving. For more informa-

tion—

Write in No. L24 on card, Pg. 57

**Henry L. Hanson Co.**, Worcester, Mass., has available a Self-Seller Drill Display which requires 14 inches of space. A clear cover highlights the high speed drills which are held in supporting holes and serve as a drill gauge. The size and price are marked and quantities are varied according to demand. The cabinet has a storage rack for extra stock. An information chart is also available. The Hanson Self-Seller Display Cabinet for taps and dies contain initial assortment of taps, dies, screw ex-

**builds things better for your customers  
... builds MORE PROFIT for you!**



## Atkins

**Guaranteed Saws**  
• Saw Tools • Files • Knives

ATKINS makes a man proud of his work and proud of his tools. It's the kind of satisfaction that leaps from friend to friend ... bringing new customers to your store ... building steady repeat business and fast turnover! Fast turnover at full profit because world-famous ATKINS quality is easy to sell, it stays sold ... and it wins loyal customers for all hardware needs. Call your ATKINS Distributor today! He has complete stocks to fill your needs promptly.

Our  
SECOND CENTURY  
of Service to the  
Hardware Trade



ATKINS SAW DIVISION, Borg-Warner Corporation  
INDIANAPOLIS 9, INDIANA

Branches:  
LOS ANGELES • SAN FRANCISCO  
CHICAGO • CLEVELAND  
PHILADELPHIA • PORTLAND, ME.

Export:  
BORG-WARNER INTERNATIONAL  
315 N. WABASH  
CHICAGO 4

tractors, die stocks and tap wrenches, including all popular sizes, and is graduated according to normal customer demands. The cabinet requires counter space 18 inches x 13 inches and has space in the back for extra stock. For more information—

Write in No. L25 on card, Pg. 57

**The Reichert Float & Manufacturing Co.,** 2250 Smead Ave., Toledo 6, Ohio, offers envelope stuffers, package inserts, and newspaper ad mats to excited dealers in promoting its line of rubber tank balls and guaranteed leak-proof copper and plastic floats. For more information—

Write in No. L26 on card, Pg. 57

**Hoosier Tarpaulin & Canvas Goods Co., Inc.,** 1302-10 West Washington St., Indianapolis 6, Ind., offers the following merchandising aids free of charge to dealers: newspaper ad mats, display signs, self-mailer brochures, posters, and glossy photos on Hoosier Tarpaulins, Tents, and Boat Covers. For more information—

Write in No. L27 on card, Pg. 57

**The Garcia Corp.,** 268 Fourth Ave., New York 10, N. Y., offers dealers a wide assortment of sales aids, including a retailer consultant service and

assistance from fishing experts who set up in-store demonstrations and lectures. A library of 16mm sound-color films covering various fishing subjects are lent free to dealers, clubs, schools, and other organizations upon dealers' requests to Garcia representatives. Merchandising aids include the Mitchell Counter Card, die-cut for holding a Mitchell reel and one spool of Platyl; display stand for Mitchell reels; an Abu Reflex transparent window streamer; an in-store streamer illustrating Six Steps to Successful Spin Casting; large and small size streamers featuring Mitchell reels; instruction manuals for all reels; with complete parts diagrams; and others. For more information—

Write in No. L29 on card, Pg. 57

**Daisy Manufacturing Co.,** Rogers, Ark., has created a free dealer promotion package consisting of: a pyramid gun display (cowboy hat size) die-cut to hold any Daisy and card; a display card for the pyramid, and a newspaper advertising mat. For more information—

Write in No. L30 on card, Pg. 57

**Foley Manufacturing Co.,** 3300 5th St., N. E., Minneapolis 18, Minn., continues its 14-day trial offer on Foley mowers, as a promotional aid to dealers. A customer is allowed a 14-day

trial on his lawn. If not satisfied, he may return the mower and get his money back. Dealer has nothing to lose as the company states that it will replace the used mower whenever requested. Window streamer and ad mats available on all items including a banner on the Twin Cut 30" riding mower for 1959. For more information—

Write in No. L31 on card, Pg. 57

**Molly Corp.,** Reading, Pa., has available for dealers: metal merchandiser #612 containing 600 Molly screw anchors and 12 utility plugs; cardboard counter display #200 containing 200 screw anchors, 2-color leaflet on screen anchors; 2-color leaflet on Hi-Speed Installer; 2-color leaflet on utility plugs; 2-color leaflet on Molly Jack Nut; 3-color, 21" x 9" window streamer featuring Molly screw anchors; and newspaper mats. For more information—

Write in No. L32 on card, Pg. 57

**McCulloch Corp.,** Marine Products Division, 2901 East Hennepin Ave., Minneapolis 13, Minn., in its "Advertising and Promotion Dealer Handbook," covers all of the sales promotion material available to Scott dealers in 1959. This material includes formats and ad builders; window streamers which feature Scott's 1959 motors; handout stuffers; line fold-

# DOBBINS

## SPRAYERS and DUSTERS

Help to...

### KILL WEEDS AND PESTS!

### STOP PLANT DISEASE!

### MADE BETTER TO SELL BETTER

Make Your Spring Profits Grow... with DOBBINS. For over 50 years, DOBBINS has been a reliable source for dependable sprayers and dusters... fully guaranteed against defects in materials & workmanship. WRITE TODAY—for FREE copy of new DOBBINS illustrated catalog.

**DOBBINS DIVISION**  
Chamberlain Corporation  
FACTORY: WATERLOO, IOWA, U.S.A.

more  
"bloomin'  
profit"  
with...

## FLOWER FENCE

Here's a brand new idea in garden protection—a sure-fire opportunity for more "bloomin' profit" this spring and summer. Modern WRIGHT Flower Fence, with wide "see through" openings, easily adjusts to up-and-down-hill garden levels and irregular garden shapes. Can be used also for shrub supports, arbors and trellises—easy to install and remove. Comes in 50 ft. rolls with eye-appealing "self-seller" labels—15" high plus 4" built-in stakes. Welded construction.

"HANDY" as a six-armed gardener

**WHOLESALE:** Order in mixed truckloads with other Wright products

**G. F. WRIGHT STEEL & WIRE CO.**  
WORCESTER 3, MASSACHUSETTS

ers; dealer decals; service uniforms; miniature Scott plastic motors; a color billboard; changeable translight display; roadside sign; radio scripts; 30-minute, 4-color movies; preview poster; counter display; store front signs; clock sign; motormobile sign; boatmobile sign; blackboard cutout displays. For more information—

Write in No. L33 on card, Pg. 57

**Lazy Boy Lawn Mower Co., Inc.**, 1315 West 8th St., Kansas City, Mo., offers to dealers without charge full-color mailing pieces and ad mats on all mower models. A new riding mower and two new reel mowers have been added to the 1959 line. For more information—

Write in No. L34 on card, Pg. 57

**American Biltrite Rubber Co.**, Chelsea 50, Mass., provides dealers with full-color literature, advertising mats, and photo artwork for Biltrite Garden Hose and Sprinklers. In addition to a metal display rack on coasters, a full-color merchandising display is available which displays over 36 coils and may be used as an island or against the wall. Also available are water flow charts and display cards. For more information—

Write in No. L35 on card, Pg. 57

**The Ruberoid Co.**, 500 Fifth Ave., New York 36, New York, manufac-

turers of building products, offers a wide selection of envelope stuffers, window display material, counter displays, and special store displays in numerous sizes, colors, and materials. These include a 6-tier wire rack display for asbestos siding, rigid model boards, etc.; a two-piece metal entrance doorway sign; and a truck sign. Also included are a number of colorful counter displays. For more information—

Write in No. L36 on card, Pg. 57

**Columbus Plastic Products, Inc.**, Columbus, Ohio, offers a series of ad material for 1959 to merchandise its Lustro-Ware plastic housewares. Ads are illustrated, same size, on a 12-page newsprint folder. The mat service folder includes over 75 ads ranging from small one-column drop-in spots one and two inches deep to larger 2-, 3-, 4- and 5-column display ads. Individual reproductions of over 200 items in the Lustro-Ware line are supplied also in mat or reproductive proof form for special promotional use. All materials, mats of ads, etc., along with point-of-purchase display material, are supplied free. For more information—

Write in No. L37 on card, Pg. 57

**Hanson Scale Co.**, 1777 Shermer Rd., Northbrook, Ill., offers a versa-

tile point of purchase display stand for its line of personal scales. The stand, No. D-108, is in the form of a wire bracket and can be used as a counter or window display, or hung on peg board. It is 16" high by 11" wide. For more information—

Write in No. L38 on card, Pg. 57

**Wickwire Brothers, Inc.**, Cortland, N. Y., offers for dealer use a merchandising kit containing colorful posters and folders promoting the company's line of wire products. Extra posters for windows and folders for counter give-aways and envelope stuffers are available in addition to ad mats of company products. For more information—

Write in No. L39 on card, Pg. 57

**Moore Push-Pin Co.**, 113-25 Berkeley St., Philadelphia 44, Pa., offers a counter display stand, the Moore 720B, which holds 72 "serve-yourself" window packets of Moore picture hangers. All metal, the revolving display is 10 3/4" high, with a 9" diameter base. For more information—

Write in No. L40 on card, Pg. 57

**S. G. Taylor Chain Co., Inc.**, Hammond, Ind., and Pittsburgh, Pa., offers dealers a chain display stand with long-leverage chain cutter. When holding its maximum seven

**NEW**

**Slaymaker offers**

**FREE**

**WIRE RACK**

**TO DISPLAY PADLOCKS IN**

**SEE-PACK®**

**OUTSELLS LOCKS IN OTHER**

**BOXES AS MUCH AS 5 TO 1**

SLAYMAKER LOCK COMPANY, LANCASTER, PA.  
World's Largest Producer of Brass Padlocks



**BUY BIG ORANGE AND**

**YOU BUY THE BEST**

**SHACKLE**

**CHAIN**

**HOOKS**

Use on "HIGH TEST" Chain

**EXTRA STRONG**

Even the pin is made of hi-strength steel and heat-treated.

**GRAB HOOKS**

Available for Chain Sizes

1/4", 5/16", 3/8", 7/16", 1/2", 5/8", 3/4"

**SLIP HOOKS**

Available for Chain Sizes

1/4", 5/16", 3/8", 7/16", and 1/2"

Order from your Distributor or Write

**MIDLAND INDUSTRIES, Inc.**

Cedar Rapids, Iowa



**Dayton's NEW ROD REST**

**The Angler's Third Hand**

Protects rod and reel... frees both hands for rowing, changing bait, lighting a cigarette, or to carry "catch" and tackle box.

**Another Dayton Product with**

**SALES APPEAL**

Order Display Carton No. 720

**LIST \$100 EACH** Individually packed 12 to carton.

**Dayton BAIT CO.**

2701 S. Dixie Drive, Dayton 9, Ohio

In Canada: Dayton Bait Reg., 11580 Poincarre Ave., Montreal, Quebec





reels, it serves as a chain department in itself, occupying less than two square feet of floor space. For more information—

**Write in No. L41 on card, Pg. 57**

**The Edwin H. Fittler Co.**, Philadelphia 24, Pa., offers the following sales aids: (1) Octagonal Display and Dispenser Boxes for 3/16" dia. up to and including 3/4" dia. sizes both Manila and sisal rope, (2) Fittler measured rope marked at intervals of 5'. Available on request in Fittler Octags only in sizes 1/4", 5/16", 3/8", and 1/2" diameters. (3) A wire rack requiring 20" x 30" floor space for displaying and dispensing three sizes of rope—a small charge made for this rack when ordered with 300 lbs. or more of rope. (4) "Take-Along" coils of Fittler Manila rope. 50' and 100' individual coils wrapped in polyethylene for self-service selling from Dispenser Rack. The rack, on rollers, is furnished free when a complete group is ordered. Delivered in 300 lb. lots (order may be combined with other Manila rope). (5) The No. 57 Rope Merchandiser, 54 1/2" x 44 1/2" x 23 1/4", will hold six full Octags or six full reels of rope or a combination of both. Rope feeds through guides to a measuring device and cutter. (6) Fittler bright yellow polyethylene (braided or laid construction) or Fittler Manila Water Ski Tow Ropes—available with single or double handles, packaged in re-

usable polyethylene bags, vinyl-covered handles for a better grip—10 units to a master shipping carton. To all dealers handling Fittler brand Manila rope, Fittler will furnish, on request, metal signs for counter or wall use. For more information—

**Write in No. L42 on card, Pg. 57**

**The Acme Shear Co.**, Advertising Dept., 100 Hicks St., Bridgeport, Conn., is offering free to dealers mats for their local newspaper advertising on Kleencut Scissors and Shears. A four-page folder showing the 28 mats with a postage paid return order card is available upon request. For more information—

**Write in No. L43 on card, Pg. 57**

**The Wood Shovel and Tool Co.**, Piqua, Ohio, offers to dealers a brochure and a proof sheet on advertising mats which are available free of charge. A self-mailer on the company's Jet-Lite line of shovels, spades and scoops can be used by the wholesaler and the dealer alike and is available in any quantity upon request. A floor type shovel rack which provides a great degree of flexibility inasmuch as it can be moved from one part of the store to another and which displays six or more shovels, spades and scoops is made available at a small extra cost. Also at modest cost, the company offers three merchandiser and display rack deals for

shovel and steel goods. For more information—

**Write in No. L44 on card, Pg. 57**

**Nixdorff-Krein Manufacturing Co.**, 916 Howard St., St. Louis 6, Mo., has available the Merchandiser Display Rack which holds eight of the company's fastest selling types and sizes of chain with a built-in chain cutter. The reels have square holes to prevent chain from running out on the floor. The display has a spare rack for extra stock and has a tubular steel frame with no sharp edges. For more information—

**Write in No. L45 on card, Pg. 57**

**Campbell Chain Co.**, York, Pa., offers the following display units: The compact Chain Reel Display Unit, which has bins for accessories at the top and a chain cutter attached, requires less than two square feet of floor space. It has a blue and yellow baked finish; is 53 3/4" high, 20 1/2" inside, 21 1/4" deep. The Proof Coil Chain Merchandiser which requires only one square foot of counter or floor space; shipped pre-assembled. Unit is 24" high when used for counter display; stands 39" high when used as a floor unit. Blue Temper Proof Coil Chain Assortment consists of 3/16" and 1/4" chain is 10', 15', and 20' lengths; 5/16" chain in 10' and 15' lengths. For more information—

**Write in No. L46 on card, Pg. 57**

Since 1896



the steel wool they order from border to border!

✓ Self-Selling Packages  
✓ High Quality — High Profit  
✓ Complete Line — All Grades



2-IN-1-PACK!  
**FLEX-FOLD PADS**

16 pads. You can split package — make more sales.

1 POUND TUBES • SPOOL WOOL  
FLOOR PADS • HANDI-KITS  
SCOUR PADS • SOAP-FILLED PADS

Not sold direct. Order through your Wholesaler.

Represented by Kulman-Brokerage Co., 95 Bennett St. N.W.  
Atlanta, Ga. • Phone TRinity 5-5384



**Strataflo**  
ALL POSITION  
**CHECK VALVES**

METAL POPPET

For steam, hot or cold water, oil, gas and compounds.

**Sensitive . . . Rugged**

Designed for rugged service. These valves are also available with rubber poppets for use with air or cold water. Sensitive in operation. Work in any position. Made in seven sizes, 200 lbs. pressure. Won't stick. We will design special Check Valves. Tell us your needs.

Write today for Bulletin 204, or telephone Harrison 3313 today.

Write for FREE Catalog.

**STRATAFLO PRODUCTS, INC.**  
FORT WAYNE, INDIANA



since  
1784



# LINEN THREAD

**announces**  
**SWEEPING CHANGES**  
**to serve you better!**

These changes, now in effect, will result in major advantages to you. They include:

- ◆ **Concentration of all manufacturing at our large, modern mills in Blue Mountain, Alabama.**
- ◆ **Centralized sales management and service in Blue Mountain.**
- ◆ **A new merchandising concept to bring added vigor and scope to our service and product line.**
- ◆ **An improved sales organization, with warehouse stocks and sales service centers in strategic cities.**

These developments provide for greater values from our company, faster deliveries, important improvements in service. Implementing them is a select corps of Linen Thread's ablest executives... men you can look to for continuing the great Linen Thread traditions of quality at economical prices.

## FISHERMAN'S FAVORITES!

**Gold Medal Cotton Seine Twine . . . uniform, strong, easily worked.**

**Gold Medal Continuous Filament Nylon Seine Twine . . . the finest nylon seine twine made.**

**Nyak Seine Twine . . . advantages of nylon at a saving.**



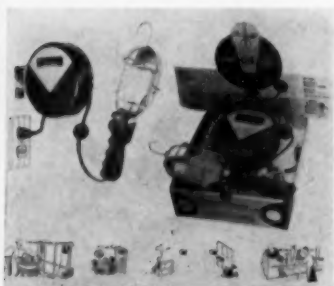
**THE LINEN THREAD CO., INC.**  
**BLUE MOUNTAIN, ALABAMA**

# NEW PRODUCTS

**For more information on these new products  
use the return free post card on page 57**

## Handy-Lite Reel

Portable light and electric power where and when you want it is possible with the Handy-Lite Reel offered by Cordomatic, 17th and Indiana Ave., Philadelphia 32, Pa.



The reel is supplied with all hardware for both ceiling and wall mounting; detaches easily.

Features include: steel casing; all-steel swing-open guard and reflector which swivel, has hanger hook; pistol grip handle with built-in electric outlet; heavy duty cord.

List price, \$8.95, Model 500. For more information—

**Write in No. 910 on card, Pg. 57**

## Olympian Pumps

A series of Olympian jet pumps, with new engineering advances, is announced by The F. E. Myers & Bro. Co., Ashland, Ohio.

Included within the 12 basic models and sizes are the Olympian Medalist pump which offers capacities to 1260 gal. per hour and discharge pressures to 80 lbs.; the Medalist can be selected for wells to 150 ft.; the Olympian Pacer line is designed as a budget pump.

Pumps have protective coating to prevent corrosion. Only normal pipe



and well requirements needed for installation. Medalist and Challenger pumps offer complete convertibility from shallow to deep well. For more information—

**Write in No. 911 on card, Pg. 57**

## Decorating Tape

A line of chrome, gold, and copper self-adhering tapes, embossed in four patterns, is being marketed under the name "Trimbrite" by Marglo, Inc., 265 William St., Englewood, N. J.

Trimbrite comes in individual rolls  $\frac{3}{4}$ " x 10', packaged and displayed in an open metal wire rack  $13\frac{1}{2}$ " x 14"



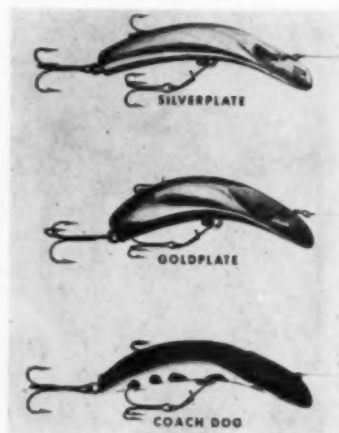
x 5" holding 36 units. Patterns are flute, brush, cross hatch, or small box. Rack also comes with a 13" bar for off counter display.

A six pack refill display box is also available; one pattern, one color to each box. Each roll retails for 79c. For more information—

**Write in No. 912 on card, Pg. 57**

## Flatfish Lures

Three color treatments—Silverplate, Goldplate, and Coach Dog—have been added to its line of Flatfish lures, Helin Tackle Co., Detroit, Mich., announces.

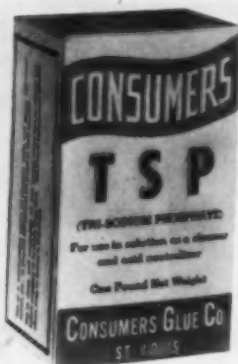


Both Silverplate and Goldplate are shining silver and gold respectively, while Coach Dog is white with black spots on upper surface with "belly" of yellow and red, and partially spotted. All three colors will not be available in every Flatfish model. For more information—

**Write in No. 913 on card, Pg. 57**

## Small-Packaged T-S-P

Formerly available only in 100-lb. bags, T-S-P (tri sodium phosphate) is now available in 1-lb. boxes and 5-lb. bags. Consumers Glue Co., 1515 Hadley, St. Louis, Mo., announces.



Used as a cleaner and acid neutralizer in preparing surfaces for paint and floor tile adhesives, T-S-P is being used also as a garage floor cleaner to remove oil and grease. It is mixed with water at the rate of one pound per gallon of water.

Both the 1-lb. boxes and the 5-lb. bags are packed 12 to a case. For more information—

Write in No 914 on card, Pg. 57

## Packaged Nails

"Drive-Rite" aluminum alloy nails made by Independent Nail & Packing Co., Bridgewater, Mass., are being packed by count in blue, red, and



aluminum-foil pull-string boxes. The count packing is in addition to the standard 50 lb. bulk carton, and a new 25-lb. bulk carton.

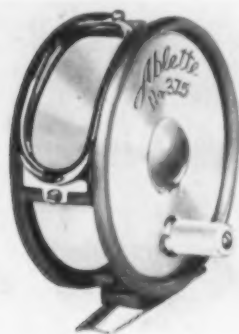
The count boxes, each containing the correct number of nails for a

specified amount of coverage, are packed 30 boxes to a master carton. Front-panel labelling shows exact contents, back panel carries illustrations of the 14 most-wanted types of Drive-Rite nails. For more information—

Write in No. 915 on card, Pg. 57

## Fly Reels

Introduction of five "Ablette" Fly Reels is announced by the Airex Corp., 411 Fourth Ave., New York, N. Y.



The "Ablette" reels are adaptable to either right or left hand use. They come in two sizes: 2 1/8" and 3 1/4" spools. Range in price from \$4.95 to \$12.95.

The reels incorporate such features as chrome line guides and double hardened click pawls. The deluxe model #377 has an adjustable micro-set drag. For more information—

Write in No. 916 on card, Pg. 57

## Marine Line

Three items appearing in the marine line offered by Red Head Brand Co., 4311 Belmont Ave., Chicago, are shown in accompanying photograph.



Modeled at left is the adult Kapok Life Vest in "Captain's Plaid," priced from \$4.60 up, and also offered in several solid colors.

The water safety belt is priced from \$3.25, features Kapok in heat

sealed vinyl inserts and instant size adjustments.

The deluxe vinyl cushion, priced from \$3.95, features rugged construction and nautical design.

All items are packaged in transparent polyethylene bags for display. U. S. Coast Guard approved. For more information—

Write in No. 917 on card, Pg. 57

## "Limpy" Monofilament

For its "Limpy" brand of monofilament, Sunset Fishing Lines, Petaluma, Calif., announces the addition of a third color choice, mist blue. This color is added to the camouflage and



mist green choices previously available in all sizes from four to 50 pound test.

"Limpy" is packaged in both two- and six-connected 100-yd. spools in plastic boxes, as well as in random length bulk spools.

Catalog literature is available. For more information—

Write in No. 918 on card, Pg. 57

## Groove Joint Plier

The Diamond Tool and Horseshoe Co., Duluth 7, Minn., announces a 16" Groove Joint plier. Jaws of the plier open to 4 1/4 inches.



The plier is forged from tool steel and is nickel chromium plated. It is available with oil-resistant plastic dipped and bonded handles which give a cushion for the grip. Retail price is \$4.20 and \$4.80 with plastic dipped handles. For more information—

Write in No. 919 on card, Pg. 57

## Gas Heaters

A new "1500-Series" of Moore's gas heaters, completely restyled and offering a number of improved fea-



tures, are announced by Locke Stove Co., 114 West 11th St., Kansas City 5, Mo.

Five sizes of vented radiant circulators are included in the line: Models 1520-MA and 1520-MAB, 20,000 B.T.U. input; 1530-MA and 1530-MAB, 30,000 B.T.U. input; 1540-MA and 1540-MAB, 40,000 B.T.U. input; 1550-MA and 1550-MAB, 50,000 B.T.U. input; and 1565-MA and 1565-MAB, 65,000 B.T.U. input.

Literature and prices available. For more information—

Write in No. 920 on card, Pg. 57

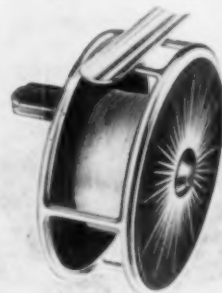
## Fly Reel

The Johnson Model 5 Magnetic Fly Reel, introduced by the Denison-Johnson Corp., Mankato, Minn., is said to require no adjustments or lubrication as a magnet holds the reel spool in its stainless steel case.

Completely hand made, the reel features the Johnson granite black color with a modernistic sunburst side plate. Line backing is used on the reel so all purchaser has to do is

put on his fly line which can be any size up to and including A.

In a molded presentation box with



instructions and guarantee and a useful buckskin reel bag, the reel has suggested retail price of \$32.50. For more information—

Write in No. 921 on card, Pg. 57

## One order, one source...for more fastener business Only Screw and Bolt Corporation OFFERS YOU ALL FOUR!



### Award Winning Packaging

Sturdily built for product protection and ease of handling, they rated national recognition—attractive, color-keyed, full-sized labels.



### Widest Range Available

This most complete line of engineered fasteners lets you satisfy every customer need. Prompt delivery on all hardware fasteners.



### Merchandisers

Brilliant red salesman stops traffic anywhere on high profit zinc plated bolts. Handy charts simplify pricing. We imprint for you.



### Quality Brand Name

Well-known fasteners with built-in ready customer acceptance—that do the job—assure continuous turnover.

Take advantage of all four—see your Screw and Bolt Corporation distributor

## SCREW AND BOLT CORPORATION OF AMERICA

Formerly Pittsburgh Screw and Bolt Corporation

P. O. Box 1708

Pittsburgh 30, Pennsylvania

AMERICA'S MOST COMPLETE LINE OF INDUSTRIAL FASTENERS

ALWAYS SELL GENUINE

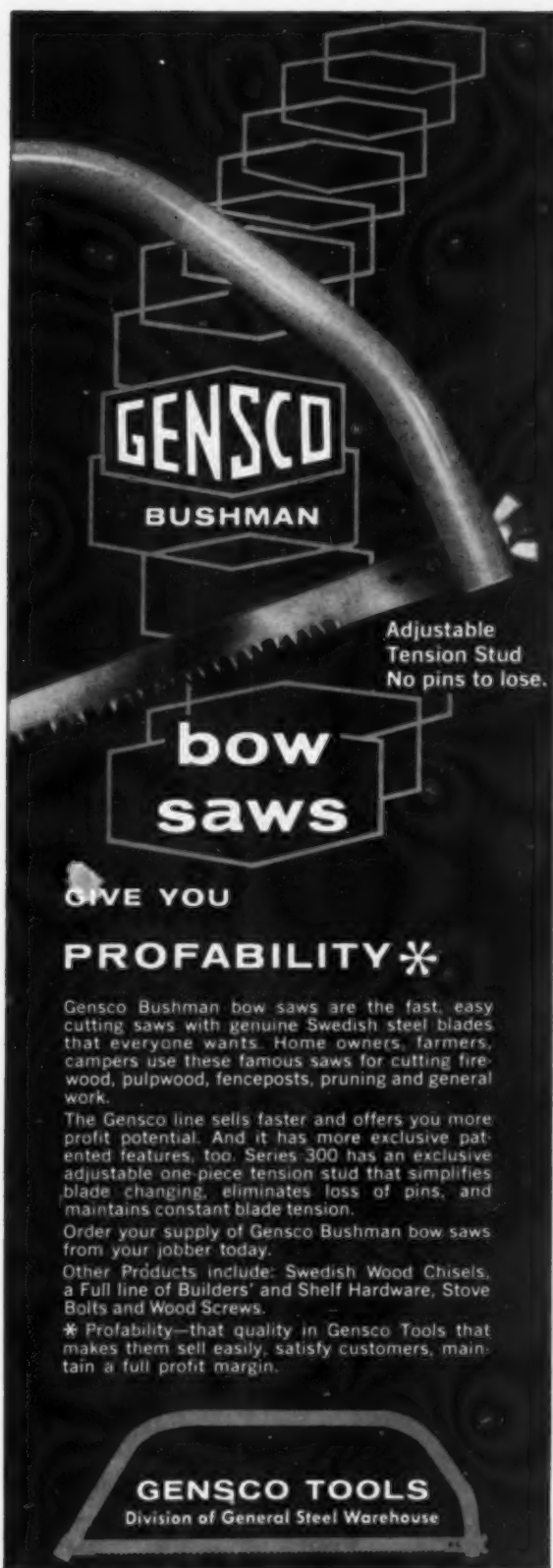
# MOLLY

Write for Free Literature

## SCREW ANCHORS and JACK NUTS

MOLLY CORP.  
Reading, Pa.





**GENSCO**  
**BUSHMAN**

Adjustable  
Tension Stud  
No pins to lose.

**bow  
saws**

**GIVE YOU  
PROFABILITY\***

Gensco Bushman bow saws are the fast, easy cutting saws with genuine Swedish steel blades that everyone wants. Home owners, farmers, campers use these famous saws for cutting firewood, pulpwood, fenceposts, pruning and general work.

The Gensco line sells faster and offers you more profit potential. And it has more exclusive patented features, too. Series 300 has an exclusive adjustable one-piece tension stud that simplifies blade changing, eliminates loss of pins, and maintains constant blade tension.

Order your supply of Gensco Bushman bow saws from your jobber today.

Other Products include: Swedish Wood Chisels, a Full line of Builders' and Shelf Hardware, Stove Bolts and Wood Screws.

\* Profability—that quality in Gensco Tools that makes them sell easily, satisfy customers, maintain a full profit margin.

**GENSCO TOOLS**  
Division of General Steel Warehouse

1806 N Kostner Avenue • Chicago 39, Illinois



Nos. 559 & 559-C For  
Two-pipe Ejector Pumps

Nos. 459-S & 459-CS  
For Submergible Pumps

Nos. 359 & 359-C  
For Restricted Areas

You can't afford to  
install anything but  
**MARK  
WELL CAPS**



**UNCAPPED**—an open invitation to the dangers of filth and surface drainage.



**CAPPED**—Protects water from pollution from outside elements. Safe and sanitary always!

The MARK Well Caps provide a perfect seal for every type of well and for every need. High quality rubber packer expands to make a perfect seal. Bolts are cadmium-plated for long life and the cap is divided for easy installation.

Every well owner needs and should have the top of his well capped in order to protect the water against outside drainage, falling debris, leaves and deadly germs . . . all of which create pollution.

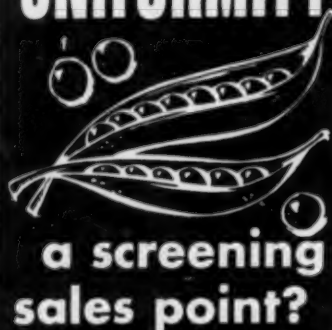
Install MARK Well Caps and be safe! Avoid costly call-backs by giving your customers the best protection available anywhere.

Health codes in many states insist upon this sanitary method of sealing the top of the well. MARK Well Caps meet all health specifications.

**CLAYTON MARK & COMPANY**

1900 Dempster Avenue • Evanston, Illinois

# UNIFORMITY



a screening  
sales point?

OPAL 93 OPAL 94

Yes, indeed, your customers appreciate OPAL's dependable, roll-after-roll uniformity now provided by OPAL's advanced production methods. They also like OPAL BECAUSE:

**Extra-Strength Selvage.** All "fill wires" are woven into the copy-righted flat-wire selvage to assure added stability and strength.

**Always lies flat.** New automatic tension controls and hard rubber rolls prevent bulging or bellying.

**Exclusive Marked and Measured Edge.** This feature, patented for your protection, speeds dispensing, saves money and material . . . and what a tremendous convenience at inventory time.

OPAL offers the  
COMPLETE LINE!

You can simplify selling by stocking the complete OPAL line in Aluminum and Galvanized, Bright or Antique Bronze. Also Opal VINALUME—the new wonder wire screening that "never grows old." If your jobber can't give you full details write to us TODAY!



## Refinishing Scraper

The Hyde Manufacturing Co., Southbridge, Mass., is introducing a refinishing tool called the Cobra Scraper.



The scraper has a steel, tapered blade, 1 1/4" wide, which is changed by turn of a wing nut. The 9" handle has a hole for hanging.

Individually carded with instructions for use, the Cobra Scraper is packed and displayed 12 each on a self-serve wire rack with identification card. Unit is identified as Assortment No. C128; display is free with the tools. Retail price, \$1.59. For more information—

Write in No. 922 on card, Pg. 57

## Portable Utility Rod

A portable utility rod that extends to fit between doorways and walls is announced by the Jeb-rod Corp., 201 N. Wells St., Chicago 6, Ill.



Called the Jeb-rod, it requires no tools, screws, or fasteners for installing; white rubber ends protect walls and woodwork.

Available in three sizes: one extends 23" to 40" to fit most doorways; 36" to 66" for closets and over bathtubs; 62" to 118" for room dividers and large closets. They retail for \$4.95, \$5.95, and \$9.95 respectively. For more information—

Write in No. 923 on card, Pg. 57

New

# tat-42

kills weeds  
before they grow

IN

BERMUDA • ST. AUGUSTINE • ZOYSIA • CENTIPEDE • BAHIA TURF

TAT-42 kills germinating seeds of all weedy grasses and broadleaf weeds for up to 3 months or more without harming turf.

- Effective on crowfoot (silver crab), dallis grass, spurge, pursley, many others.
- Keeps weeds out of newly sprigged, stoloned or plugged lawns.

- Prevents new emergence after top dressing.
- Destroys weed seeds in turf thinned by insect or fungus damage.

- When early weed control is practiced, TAT-42 prevents emergence of late germinating weeds.

- Speeds elimination of over-seeded rye grass. Kills emerged Poa annua.

Test TAT-42 yourself. You'll agree this outstanding new product has unlimited sales potential!

Inquiries invited from: JOBBERS, DEALERS, NURSERIES, SOD FARMS.

O. E. LINCK CO., INC.  
Clifton, N. J.

## Tapatco

TRADE MARK REGISTERED U.S. PAT. OFF.

### HORSE COLLAR PADS

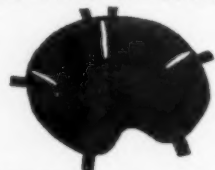


For every work horse and mule.  
"The pad with the rust-proof red hooks"

## Tapatco

TRADE MARK REGISTERED U.S. PAT. OFF.

### TRACTOR SEAT CUSHIONS



For every tractor and farm implement seat.

See your jobber or write us.

THE AMERICAN PAD & TEXTILE CO.  
Greenfield, Ohio

MAKERS OF FAMOUS TAPATCO  
HORSE COLLAR PADS SINCE 1881



## CF&I-CLINTON General Purpose Welded Wire Fabric

Made to the most rigid specifications by one of the nation's leading producers of quality steel products . . . part of the CF&I hardware products line.

- supplied in full-length 100-ft. rolls in 5 widths from 24" to 72" . . . mesh sizes from 1" x 1" to 2" x 4".
- individually welded joints provide positive strength . . . flush-cut stay wires . . . fabric that is free from sharp edges, easy to form.
- ideal for use in corn cribs, window guards, vegetable bins, flooring for cages and poultry houses, swimming pool frames plus other home and farm applications.

Adequate stocks assure quick delivery.  
Call the CF&I sales office nearest you.

**CF&I-WICKWIRE**  
**HARDWARE PRODUCTS**  
THE COLORADO FUEL AND IRON CORPORATION



In the West: THE COLORADO FUEL AND IRON CORPORATION—Albuquerque • Amarillo • Billings • Boise • Butte • Denver • El Paso • Ft. Worth • Houston • Lincoln • Los Angeles • Oakland • Oklahoma City • Phoenix • Portland • Pueblo • Salt Lake City • San Francisco • San Leandro • Seattle • Spokane • Wichita  
In the East: WICKWIRE SPENCER STEEL DIVISION—Atlanta • Boston • Buffalo • Chicago • Detroit • New Orleans • New York • Philadelphia

6730

## stock the full line of Eppinger's Genuine **Dardevles**

increase your profits 4 to 1.  
over 50 years of fisherman  
acceptance and confidence.



Write for FREE catalog

**LOU J. EPPINGER MFG. CO.**  
1757 Puritan Ave., Dept. SH-5 Detroit 3, Michigan

REPRESENTATIVES throughout the U. S. / In Canada: A. C. Beacham Ltd. Toronto

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Department SH-5  
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Atlanta 8, Georgia

☐ New

☐ Renewal

Please enter my subscription to SOUTHERN HARDWARE for 3 years.

Name \_\_\_\_\_

Firm \_\_\_\_\_ Position \_\_\_\_\_

P. O. Box or \_\_\_\_\_

Street and No. \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

☐ Enclosed find \$2.00

☐ Send bill for \$2.00

## Are you making full use of our Reader Service?

The editorial and business staff of SOUTHERN HARDWARE is eager to serve you. One way in which we can help you is to make it easy for you to draw upon the wealth of technical and promotional material available from manufacturers.

In the accompanying pages are the descriptions of scores of useful catalogs, helpful literature and sales aids.

Check over the list of publications and informative bulletins available, note the numbers of the ones you need on the Handy Return Coupon on page 57, along with your name, title, company, and address plainly written. We will tell each manufacturer to send directly to you the information you want.

Address your requests to:  
READER SERVICE

## SOUTHERN HARDWARE

806 Peachtree St., N. E.  
Atlanta 8, Georgia

## Roto-Edger

The O. Ames Co., Parkersburg, W. Va., announces its No. 30 Deluxe Model Roto-Edger for grass trimming and edging.

The adjustable shear blade raises so shear disc teeth are above trench bottom to prevent clogging. Blade is self sharpening; blade tension is adjustable.

The Roto-Edger has dual rubber tires for traction, easier handling. Works forward or back. Shipping weight is 5 lbs. 7 ozs. Retail price, \$6.95. For more information—

Write in No. 924 on card, Pg. 57



## "Magic Worm Lure"

Announcement is made by Apex Chemical Co., 3537 Lee Rd., Cleveland 20, Ohio, of a chemical concentrate which when added to a pail of water results in a solution that brings worms up out of the ground for bait.

The material is said to be harmless to grass and to the worms. Called "Magic Worm Lure," the \$1.00 bottle makes up over 15 pails of solution. For more information—

Write in No. 925 on card, Pg. 57

## APOLOGIZE?

When you can't give your customers the advertised name brand item he has requested, he expects an apology from you. Customers are that way.

Since name brand items are usually readily available, you can easily change these apologies to gold by carrying a small stock of these advertised items.

## 'TOILAFLEX'

Toilet **ALL-ANGLE** Plunger

The Plunger They Ask for By Name



By the makers of Water Master tank balls.

*Murry*

## ROTARY POWER MOWERS

EASY TO MOW WITH THIS HIGH WHEEL MOWER, DOES A SMOOTH JOB ON YOUR LAWN AND CONVERTS IN MINUTES TO A MOST RUGGED WEED MOWER

MURRY MOWER  
MODEL G-20  
WITH BRIGGS & STRATTON  
3 H.P. ENGINE

14 OTHER  
MODELS TO  
CHOOSE FROM

CONTACT YOUR DISTRIBUTOR  
OR WRITE DIRECT TO:

**SCHISSEL MANUFACTURING CO.**  
CHEROKEE, IOWA



## GREEN JUTE GARDEN TWINE



You'll sell a lot more Green Jute Garden Twine if it's displayed in the handy KING COTTON SNAP SACK\*. Perfect for display, easy to get at, easy to stock, easy to sell. In 1/2 lb. balls. Ask your jobber for KING COTTON in the SNAP SACK.

**King Cotton** CORDAGE

**JOHN H. GRAHAM & CO. INC.**  
105 DUANE STREET, NEW YORK 6, N. Y.



## Fertilizer Dispenser

The Fert-O-Jet, a metal fertilizer dispenser that feeds the plant at the root, is introduced by Fert-O-Jet, Inc., 22291 Berry Drive, Cleveland 16, Ohio.



No stooping or bending is necessary. The fertilizer mixture is placed into the Fert-O-Jet which the user inserts into the ground near the roots, and pushes the dispenser. Operational root zone of the Fert-O-Jet is 1/2" to 4", or it may be used for surface feeding of individual plants.

Retail price is \$3.95. For more information—

Write in No. 926 on card, Pg. 57

## Steel Wool Pads Kit

An assorted grade package of six large steel wool pads in a colorful self-selling carton is offered by American Steel Wool Manufacturing



Co., Inc., 42-24 Orchard St., Long Island City 1, N. Y.

Handi-Kit is said to answer the needs of every household, hobbyist, woodworker, home-owner, antique restorer, and sportsman.

Different grades of wool are visible through the cellophane windows of package.

Packing is 24 packages to a shipping case. For more information—

Write in No. 927 on card, Pg. 57

## Saber Saw Blades

The Forsberg Manufacturing Co., Bridgeport 1, Conn., announces its No. G-57 Universal Saber Saw Blade Display Card which contains five blades made to fit a large number of popular saber saws.



Each blade is color coded for quick identification: red has seven teeth for coarse cut; green has 10 teeth for medium cut; yellow, 12 teeth for medium fine; blue, 14 for fine cut; and orange has 32 teeth for metal cutting.

Set of five blades on display card, \$1.98. For more information—

Write in No. 928 on card, Pg. 57

For information on  
CATALOGS & BULLETINS

See Page 52

## Grass Shears

New grass shears introduced by Seymour Smith & Son, Inc., Oakville, Conn., have a patented blade tension device which automatically adjusts blades to suit toughness of grass being cut.



The shears have plastic grips and the blades are hollow ground cutlery steel.

The shears are packaged in a colorful tell-all package designed for bin, counter, or shelf display. For more information—

Write in No. 929 on card, Pg. 57

## CLASSIFIED

### WANTED POWER MOWER SALESMAN

Large, responsible manufacturer of Power Mowers, Chain Saws & Tillers has several sales territories open. We're looking for honest volume producers. Salary compensation plus expenses and bonus. Write fully in confidence, personal data, present and past connections and earnings. Reply to Box No. 713, SOUTHERN HARDWARE, 806 Peachtree St., N. E., Atlanta 8, Georgia.

### REPRESENTATIVES WANTED

Manufacturer of galvanized steel clothesline T. poles seeks active agents for Georgia, Alabama, and other southern states. Item shipped K. D. and meeting with great success. TUBULAR METAL PRODUCTS, 555 W. 18th Street, Hialeah, Florida.



# MARSHALLTOWN TROWELS



MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA

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**New Benefits!** Red Devil has acquired the full line of Harbil Paint Conditioners—including the popular Harbil "Twin"—and now offers the world's biggest line of paint conditioning machines. Here are some of the new advantages that come with a Red Devil-Harbil Paint Conditioner.

**Big Savings on Freight**—Red Devil-Harbil Paint Conditioners are shipped from *three* Red Devil Warehouses: F.O.B. Union, N. J., Chicago and Los Angeles. This can save you as much as \$3.00 per unit!

**Convenient Service and Repair** for Red Devil-Harbil machines are available to customers from a network of 29 Authorized Red Devil Service Stations, coast-to-coast. There's one near you!

**Jobber Trade-In Allowance** . . . jobbers handling Red Devil-Harbil machines get full benefit of Red Devil's trade-in policy—A generous allowance on every machine sent freight pre-paid to the Union, N. J. plant or Chicago or Los Angeles warehouses—regardless of age or condition.

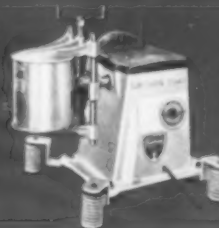
**RED DEVIL-HARBIL HB7 PAINT CONDITIONER**

shakes a row of containers, from 1/2 pint to 1 gallon—same size or two different sizes. Can holders are mounted separately, so balance is perfect with any can size. Smooth, quiet, compact—only 13" x 22" x 28" with counter base. Completely portable. U.S. Approved.



**RED DEVIL No. 30 PAINT CONDITIONER**

handles 1/2 pint to 1 gallon cans. Exclusive 3-way super blending action mixes paint through-and-through—or 1360 shakes per minute. Easily fitted with 4-can or square-can adapters. Model shown has spring-mounted counter base.



**Sturdy, Efficient Red Devil Paint Conditioners** give you the best value anywhere. Some other models are No. 30 with counter-high pedestal base; No. 33 Heavy-Duty (1 to 5 gallon cans); No. 34 Small-Batch Mixer (1/4 pint to 1 quart); No. 31 Portable Electric. Ask your Red Devil jobber!



**Red Devil Tools.** UNION, NEW JERSEY, U. S. A.  
World's largest manufacturer of painters' and glaziers' tools—since 1872

# Master<sup>®</sup>

## ANNOUNCES

### SUPER SECURITY PADLOCK!

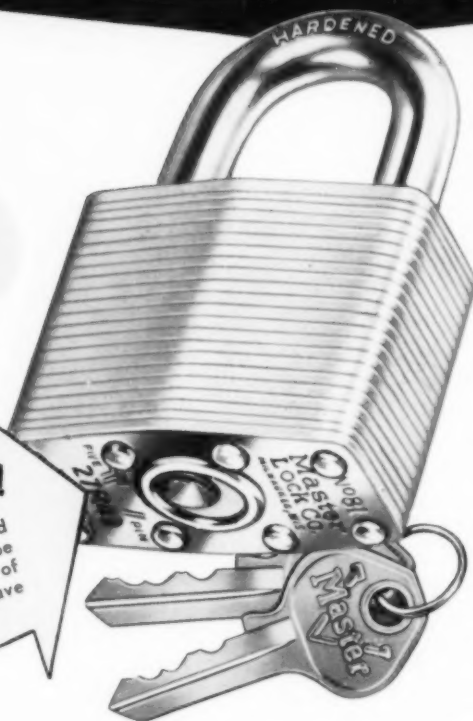
*New!*

NUMBER

**81**

**New Security Feature!**

For added protection, inked key change numbers can be ERASED from bottom of padlock after they have been recorded.



## 5 PIN-TUMBLER PADLOCK

All of MASTER's latest improvements and patented features plus tremendous new range of key changes to assure the finest padlock protection money can buy!...

- Precision-built 5 pin tumbler extruded brass cylinder
- Strong 1 $\frac{3}{4}$ " laminated steel case
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- Many thousands of key changes
- Alloy hardened steel shackle
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- Heavy brass locking lever
- Cadmium rustproofed
- New-style brass keys
- Available master-keyed, submaster-keyed, or keyed alike on special orders

A powerful new 5 PIN TUMBLER padlock designed to satisfy the demand for larger master-keyed groups and other special types of installations for factories, railroads, refineries, utilities, steel and aircraft companies.

The No. 81 SUPER SECURITY padlock can also be offered to your customers for over-the-counter sales for general uses.

#### WHEN ORDERING:

For REGULAR STOCK,  
specify No. 81 ..... \$2.25 retail

For KEYED ALIKE,  
specify No. 81KA ..... \$2.25 retail

For MASTER-KEYED,  
specify No. 81MK ..... \$2.95 retail

(Please indicate number of master keys desired, at your usual cost)

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